



Digitized by the Internet Archive
in 2014

<https://archive.org/details/b19974760M5654>

CHEMIST & DRUGGIST

The newswweekly for pharmacy

a Benn publication

June 16, 1984

LPC reps back
bulk of
'Charter':
on-cost out —
but only just

PSGB fees
rise to £72
and £45

Shop theft:
'small retailers
lack social
responsibility'

Hot water
bottle market

Extracts from
a galenical
man's life

THIS AUTUMN, THE
FORECAST IS HOTTER THAN EVER.



Deep Heat Rub, Spray and Lotion.

With Lovmi value it has to be time for a change.

New Lovmi disposable nappies with their cut-away shape, elasticated legs and absorbent quilted padding are the best news for tender bottoms and tight budgets in a long time.

They have all the features of the more expensive brands, which makes them much better than

any 'cheap option' – and they're advertised – yet at only 99p for ten, you just can't beat the price.

Lovmi Super in 12s or 24s and Toddler in 10s or 20s offer the quality and economy no practical parent can afford to resist.

Just make sure you're ready, when they want to change.



LOVMI

At this price, is there any contest?

For further information please contact Peaudouce (UK) Ltd, Rye Road, Hoddesdon, Herts., EN11 0EL. Tel. 0992 445522.

CONTENTS

June 16, 1984
Volume 221 No 5424
125th year of publication
ISSN 0009-3033
Editor/Publisher:
Ronald Salmon MPS
Deputy Editor:
John Skelton BPharm, MPS
Beauty Editor:
Liz Platts BA
Technical Editor:
Patrick Grice BPharm, MPS
Contributing Editor:
Adrienne deMont BPharm, MPS
Editorial Assistants:
Paul Slade BA
Steven Titmarsh BPharm, MPS
Art Editor: John Clement
Price List Controller: Colin Simpson
Director: James Lear
Advertisement Manager: Peter Nicholls JP
Assistant Advertisement Manager:
Doug Mytton
Production: Shirley Wilson
Published Saturdays
by Benn Publications Ltd
Sovereign Way, Tonbridge, Kent TN9 1RW
Telephone: 0732 364422 Telex: 95132
Subscriptions:
Home £49 per annum
Overseas & Eire £63 per annum
including postage
£1 per copy (postage extra)
ABC Member of the Audit
Bureau of Circulations
Regional advertisement offices:
Midlands: 240-244 Stratford Road, Shirley,
Solithull, W. Midlands B90 3AE
021-744 4427
North East and North West:
491 Chester Road, Old Trafford
Manchester M16 9HF. 061-872 5151
West Country & South Wales:
10 Badminton Road, Downend, Bristol
BS16 6BQ. 0272 564927
Benn

LPC representatives accept the "Charter"

But on-cost only just, and joint contract not at all

1140

Parallel imports

No licences issued yet, but no universal "clawback"

1144

Theft from shops

Association's conference calls for local group formation

1165

Extracting the essence

Some recollections of life at Wm Ransom & Son

1166

Society fees to go up

£72 proposed for membership

1170

Hot water bottles

Market preview for the coming season

1172

NPA Board welcome the "Charter"

But there are mixed feelings on some points

1176

Uniqueness the retailer's key

Sir John Sainsbury's message to Shopex 84

1177

A little Xtra help . . .

A Welsh village pharmacy joins the Halifax

1182

News	1144	Business news	1177
Topical reflections by Xrayser	1146	Coming events	1178
Counterpoints	1150	Classified advertisements	1179
Prescription specialties	1164	People	1182

COMMENT

So the conference of Local Pharmaceutical Committee representatives has come and has gone. Contractors'

negotiators now know the consensus view expressed by conference on the "Pharmacist's Charter," so painstakingly put together by the Pharmaceutical Services Negotiating Committee's working party. No extraordinary points for or against the various recommendations were made from the floor — nor from the platform for that matter. But then, as chairman David Sharpe said, the debate so far has been quite loud, long and in public. In which case most of the arguments for or against particular points had been well aired.

A surprising number of recommendations were passed with little or nothing being said on behalf of contractors. Of the 29, some 14 were passed with no

debate and a further five with very little. Like all good Americans, perhaps LPC representatives hold truths to be self-evident! Devotees of the "Pharmacy for pharmacists" campaign will not be sorry to see the joint contract proposals thrown out. What they are left with is the motion from the November conference that the contract should be with the responsible pharmacist — something of an impossible dream at the present time, but one worth cherishing (even if Council candidate "dreamers" had their illusions shattered in the election).

The on-cost debate was no doubt more predictable in that it threw up the usual elements of controversy. The outcome was the right one if PSNC is to have a ghost of a chance of swinging the balance of a new contract towards rewarding properly professional services provided in "individualised" pharmacies.

And what a task that is likely to prove.

Mr Sharpe has outlined the course of those negotiations. They will be in private and on both sides of the balance sheet, with individualisation the major sticking point. And they could be protracted.

PSNC anticipates the new contract will have to last for 20 years or so, in which case undue impatience by contractors would be unreasonable. But the Department should be aware that contractors have now had a vision of their promised land — a land in which they offer the public extra services for which they are individually rewarded.

Please, Mr Clarke, treat pharmacists like individuals and not like a very average shopkeeper in the High Street. Ask the customers and patients who know the value of their local pharmacist — you'll be taking good advice.

Backing for most Charter proposals

Of the 29 elements in the "Pharmacists' Charter" prepared by the Pharmaceutical Services Negotiating Committee, only three were turned down by Local Pharmaceutical Committee representatives at their conference on Sunday. Most recommendations were approved with little or no debate. Representatives decided they did not want suppliers' margins reduced in order to end discounting nor did they want a joint contract with the pharmacist — this largely because there was backing for the concept that the contract should be with the responsible pharmacist alone.

Predictably, the major debate of the conference was on whether on-cost should be a part of the charter. In the end the PSNC recommendation that it should not be, provided that annual negotiations take place under the direction of a permanent pharmacy review body, was passed by the narrowest of margins — 99 votes to 96.

Mr Alan Castell, Barking and Havering, said the abolition of on-cost, without the introduction of a higher basic practice allowance and a premises allowance as a balance, would result in detriment to the smaller contractor. On-cost was a differential weighting in favour of the small contractor. Without it pharmacists would lose money on high-value scripts.

Mr Jim Ewart, Norfolk, said PSNC's recommendation completely ignored the wishes of contractors. Overwhelming support had been given to a motion at the last LPC conference that "on-cost must remain an integral part of our remuneration."

He went on: "On-cost is the only easily adjustable and compensatory element of our contract which protects the large majority of contractors from sudden loss of income. It provides an immediate buffer against inflation which an annual review body does not." If on-cost were abolished, doctors could close pharmacies simply by extending the prescribing period, said Mr Ewart.

On-cost provided contractors who were leapfrogged with a small cushion, said Mr Melneck, Redbridge and Waltham Forest. They got a higher on-cost on their reduced script numbers as well as a discount clawback. Mr David Reid, Essex, later made the same point.

Mr Gordon Bird, Hertfordshire, added a cautionary note when he said that the drugs bill, at present accounting for 45 per cent of Family Practitioner Service costs, was bound to be a major target of the

Minister. "On-cost won't be very much use to you if he reduces that drugs bill." BPA and the dispensing fee should be increased at the expense of on-cost, he said.

Contractors were advised by Mr Lewis Priest, Ealing, Hammersmith and Hounslow, either to leave on-cost alone or to increase it. Otherwise they would rue the fact in five or ten years time. And Miall James, Essex, said contractors would be foolish to abandon on-cost unless they got a review body — and one whose decisions were adhered to.

On-cost could not be taken in isolation, said Mr J. King, Norfolk. Some pharmacists relied on it to protect them from prescribers



On-cost is the contractor's protection against long-term scripts — Mr J. King

who issued scripts for 100 days and, as a result, lost professional fees. "Let us link on-cost to professional fee and the number of days' treatment prescribed, say a maximum of 28 days."

Mr R.N. Thomas, Gwynedd, asked for an assurance from the platform that the proposed shift from on-cost, to being paid for services rather than goods, would provide individual contractors with a far better deal.

Mr Alan Asher, Barking and Havering, felt abolition of on-cost would adversely affect the small contractor and the leapfrogged. "PSNC should provide figures before we give them the right to do away with it."

PSNC's financial executive Mike Brining said that for the past 20 years PSNC had sought to agree an annual sum due to contractors through various cost inquiries and then, through negotiations, determine how to pay that "global sum" out. Historically this had been done through BPA, fees and on-cost.

"The abolition of on-cost *per se* does not reduce the amount to be paid out (currently £300m)." The proposal would fall without the introduction of a review body which in fact took care of the "hedge against inflation" argument, he said.

On-cost did not reimburse contractors fairly on an individual basis. Net ingredient costs could vary by up to 50p more or less than the average NIC of 380p. Mr Brining said the unit costs of the small contractor would always be greater than those of the larger one and would always be reflected in payments, whatever the system. "I am prepared to concede there is an argument for a very small on-cost to reflect the finance charge in high cost prescriptions."

The PSNC recommendation on suppliers' margins was lost by a narrow margin. Opening that debate, Mr Andrew Bond, Somerset, said: "Before we ask for a reduction in someone else's margins we must take steps to ensure they do not recover their potentially lost profits at our expense in other fields."

Mr Bond said the supply chains for pharmaceutical products should be examined and changed, if necessary, so that the cost price of medicines supplied could be established more accurately.

Mr R. Gartside, Gwynedd, said: "We would agree that discount be cut back, if not eliminated, but we can't agree to asking our wholesalers to take a cut in their pay in the hope that it might help us." He said three years ago North Wales had three wholesalers. It now had one. Mr A.S. Young, Clwydd, asked that PSNC should negotiate a minimum service level with the Ministry if the motion went through.

Chief executive Alan Smith explained from the platform that the recommendation was aimed at taking slack out of the system so that the unfairness of the discount scale could be minimised.

After a limited debate, three recommendations, (h), (i) and (j) covering labour costs, were carried. Alan Smith ruled out a suggestion that there should be London or inner city weightings as taking the concept of individualisation too far. While he had sympathy with the notion, Mr Smith said to individualise to that extent would make the system unworkable.

Mr J. King, Norfolk, thought PSNC would be foolish to pursue the idea of individualised property costs etc, when the Minister had just shown he was adamant in

his opposition to them.

It was no good individualising some elements, said Mr R. Ratcliffe, Coventry. The whole contract had to be individualised to maintain a balance.

Mr A. Bond, Somerset, confessed that contractors in his area did well out of the averaging of property costs — these were very low in Somerset. "But it is not fair on London contractors."

Mr R. Brown, Cheshire, said the proposed scheme would lead to a drop in income for rural and urban pharmacies with a corresponding increase for town centre pharmacies with high rent and rates. He urged: "Do not let a new contract contract the profession."

The new contract was a major political and professional move, said Mr R.N. Thomas, Gwynedd. It sought to offer pharmacists the choice of giving more space to professional services and be paid for doing so. "It is a chance to move from the crossroads of pharmacy where we have been hung, drawn and quartered."

Motion (k), that arrangements be made for the more individual reimbursement of the NHS share of property costs by means of a premises allowance, was then put and carried by a clear majority.

Alan Castell, Barking and Havering, asked the platform if there would have to be any graduation of BPA to differentiate between the small and large contractor if differential on-costs were abolished.

Alan Smith said that with a very high BPA there might have to be some

to open next door and with a BPA. If BPA was intended solely to keep out leapfroggers it was not really defensible in law, said Mr Lewis Priest.

Mr James said conference was skirting around limitation and planning of pharmacies. It was what the generality of pharmacists wanted. We would be well advised to pass this motion and to remember that those who had leapfrogged did so knowing the regulations, he said.

It was fundamental to any new contract, said Mr M. Smith, Devon, to maintain a high level of BPA because it was the only way to secure the survival of independent contractors in the future.

Mr Alan Smith said successive conferences had required PSNC to secure a BPA. More and more criteria had become involved in its application: these were laid down in FPN321 published in November 1982. For example the Secretary for Social Services requires information on: prescription numbers; oxygen services; emergency services; population distribution; the number and location of doctors' surgeries; the number of doctors practising, and whether there have been complaints from members of the public about dispensing services etc. Mr Smith said he was surprised some contractors had

Continued on p1143

The Charter

The following "Pharmacist's Charter" recommendations were accepted (most with little or no debate) by LPC representatives and become the basis of PSNC's negotiating position with the Department on a new contract.

- (a) That the basis of the NHS contract should remain cost plus.
- (c) That notice in the *Pharmaceutical Journal* of price changes should rank as a notification to all pharmacy contractors of a change in drug costs.
- (d) That the "Pharmacists' Charter" should emphasise the need to increase the advisory and counselling role of the pharmacists and that the DHSS should pay for appropriate computer hardware and software to facilitate this role.
- (e) That on-cost payments should not be part of the "Pharmacists' Charter" provided that annual negotiations take place under the direction of a permanent review body.
- (f) That a "no strike commitment" be entered into, provided that agreement be reached on a permanent pharmacy review body.
- (g) That the presence and availability of a pharmacist throughout contract hours be reflected in NHS remuneration.
- (h) That attention should be given to improving inquiry methodology for the purpose of determining the relevant labour costs, eg an annual inquiry into the numbers of staff employed and their annual salary and wage costs should be considered.
- (i) That the NHS proportion of the cost of unqualified staff is settled by negotiation in the light of existing inquiry data.
- (j) That the cost of unqualified staff determined per (h) and (i) above be included in the standard income per pharmacy on an average basis as at present.
- (k) That arrangements be made for the individual reimbursement of the NHS share of property costs (rent, rates, heating and lighting) by means of a premises allowance.
- (l) That the payments for drug security arrangements should be reimbursed in full to pharmacy contractors.
- (m) That the premises allowance be calculated by reference to the proportion of space actually allocated to NHS work applied to the actual costs incurred.
- (n) That other overheads be reimbursed within the standard income per pharmacy.
- (o) That the standard income per pharmacy should reimburse those costs not directly reimbursed including powerful proprietorial and managerial salaries and recognising variations in perceived costs between prescriptions bands, together with a negotiated net profit margin.
- (p) That the standard income per pharmacy be paid in the form of a basic practice allowance and fee per prescription.
- (q) That the professional fee should incorporate a fee scale relating to a fixed treatment period.
- (r) That provision should be made for repeat prescriptions.
- (t) That scale payments for additional pharmacist allowance should be incorporated within the "Pharmacists' Charter."
- (u) That the new Charter include arrangements and payments for domiciliary services to be provided by pharmacy contractors on an item of service basis.
- (v) That payments for additional services in the health care field be negotiated separately and equivalent amounts be credited to the annual balance sheet.
- (w) That the "Pharmacists' Charter" should accommodate separate arrangements for the payment of postgraduate education allowances and expenses incurred.
- (x) That contractors be reimbursed for the training to a defined standard of dispensing assistants and that the level of reimbursement be related to the total costs incurred.
- (y) That the pre-registration training grant be continued and related to NHS employment costs.
- (z) That the principle of the Essential Small Pharmacies Scheme payments be continued.
- (aa) That a well remunerated statutory out-of-doors service should be incorporated within the "Pharmacists' Charter" whereby a pharmacist will be available throughout the full twenty-four hours of the day.
- That the arrangements for the twenty-four hour service should be based on a scheme agreed locally by Hours of Service Subcommittees.
- (bb) That PSNC policy with regard to rational location be reaffirmed.

Some areas do well out of averaging property costs
— Mr A. Bond



graduation at the bottom end. However the stated purpose of recommendation (o) was that payments would equate as nearly as possible to costs. The detail of how this was arrived at would have to be left to PSNC's negotiators. Debate on whether the standard income per pharmacy should comprise a BPA and a professional fee (p) then continued.

Mr J. King, Norfolk, said he now understood the criteria involved in awarding BPA were other than those relating to distance between pharmacies. Was it not true that if a pharmacy was dispensing a relatively high number of items it might be deemed to be doing too many? Then a pharmacy could be allowed



Aches and gains

Introducing three more specialised treatments from the Crookes Sport range.

Freeze Spray is recommended for use 'during play'; Heat Spray for continued relief afterwards; and Massage Embrocation for both before and after exercise.

FREEZE SPRAY is suitable for bruising and minor injuries. Immediate application helps reduce swelling, alleviate muscle spasm, and relieve pain quickly through its rapid cooling effect on the skin.

HEAT SPRAY provides fast, symptomatic relief of pain from bruising, sprains and minor injuries. It produces a warming effect through a combination of rubefacient agents, perfect for the treatment of tired and aching overworked muscles.

MASSAGE EMBROCATION used with massage before exercise warms, loosens and prepares muscles for work. Afterwards it brings effective relief to muscular aches and pains.

Don't deny your customers these tremendous treatments. After all, they're simply aching to make you money.



SUPPLIERS TO THE BRITISH OLYMPIC TEAM*

HEAVY NATIONAL TV SUPPORT COINCIDES WITH OLYMPIC GAMES

Continued from p1141

Location 'for the public'

thought the BPA criteria were so narrow. Why was an appeal procedure necessary if it was so straightforward? The decision on any rational location of pharmacies by financial incentives or disincentives should be made only in the patient's interests, said Mr Smith. Motion (p) was then carried.

There was brief but polarised debate on motion (s) that pharmacists should be paid a professional fee when an item is not dispensed after, say, consultation with the prescriber, or because it was available more cheaply over the counter. Mr E. Fairbrother, Lancashire, thought the recommendation was "a dog's breakfast" and devalued the rest of the package, Mr C. Brant, Essex, that it was the sort of proposal which would bring about *Daily*



Pensions the only advantage of a joint contract — Alan Smith

Mail style publicity. But Mr G. Walker, Lincs, said he was sick of doing things for nothing and Mr A. Bond, Somerset, agreed with him. The recommendation was lost, however.

The recommendation that there should be a joint contract with the pharmacist was more fully debated. Mr R. Gartside, Gwynedd, said he had been directed to vote against it because his LPC held there was no concrete value in having a contract with the pharmacist. To pursue it would waste valuable negotiating time.

Mr D. McNeill, Devon, believed the motion had been thought up by well-meaning people to ensure that employee pharmacists got a pension. As an employee with a pension he could say that it should not be necessary: it clouded the issue.

Mr Dengar Evans, Mid-Glamorgan, reminded conference of the resolution passed at their last meeting, almost unanimously: "That the contract should be with the responsible pharmacist. "Conference could not go on changing its mind willy nilly or else PSNC would look very weak when negotiating. This recommendation should not be on the

Chemist & Druggist 16 June 1984

agenda," he said. "We have already agreed that the only sane and sensible thing for a profession to do is to hold onto some of the mechanics to give it control of its own professional future."

Mr K. Sims, Dorset, agreed entirely with Mr Evans. It was a nonsense to split the contract between managers and owners.

Pharmacy must be controlled by pharmacists, said Mr J. Iles, Camden and Islington. Mr A. Bond, Somerset, said the contract must be with the pharmacist in charge and so did Mr M. James, Essex.

The main advantage in the proposal on the agenda, Mr Smith said from the platform, was the individualised pension fund. It was also reflected the balance between the pharmacist who exercised the professional side of the contract and the proprietor who funded it. The recommendation was put to the conference and was lost.

From the chair, Mr Sharpe then asked conference to vote on last year's resolution, that the contract be with the responsible pharmacist. Representatives voted but, in Mr Sharpe's view, in insufficient numbers. After further interjections from the floor, Mr Sharpe accepted that the decision of last year's conference would stand and would guide PSNC negotiations.

The way ahead

Mr Sharpe set out the course of the negotiations as he saw them. "Up till now our proposals have been made very public indeed. This has been done intentionally to ensure the DHSS did not take the opportunity of procrastinating.

"After this conference meetings with the Department may be held on a weekly or fortnightly basis in private. It would be quite wrong to negotiate on details in public. From now on the news will be slight — there will be very little of it — but we will be fighting for every resolution conference passes today."

Mr Sharpe said the additional pharmacist allowance and the individual premises allowance would be difficult to negotiate. Mr Clarke had made it very clear in recent interviews in the pharmaceutical Press (*C&D* June 2, p1048) that the Department was against individualisation.

"The Departments' idea," he said, "is that it becomes an open-ended commitment when we want to provide additional services — something very dangerous in financial terms for the Department."

Mr Sharpe also made it plain PSNC would insist on negotiating the right and left hand sides of the balance sheet simultaneously.

Oxygen script endorsement

Contractors will need to endorse prescriptions for oxygen cylinders if they are to be paid the full cost, the Pharmaceutical Services Negotiating Committee warned this week.

PSNC says that contractors are aware that the F-size domiciliary cylinder was reduced in price by BOC on June 1 from £4.12 to £3.65. "Despite representations from PSNC the DHSS is insistent that this lower price will be used by the Prescription Pricing Authority for the pricing of June prescriptions (for price change procedure, oxygen is treated as a generic drug)."

PSNC therefore draws the attention of contractors to the first amendment to the Drug Tariff dated June 1983 (p22) which states: "If a different net price has been paid [for oxygen cylinders] the prescription should be endorsed with that price and payment will be made accordingly."

■ ■ The Pharmaceutical Services Negotiating Committee is putting together a package to ensure that contractors can continue to supply oxygen through concentrators as well as through standard means. Mr Sharpe told the LPC conference on Sunday.

PSNC believes the vast majority of contractors wish to continue to supply oxygen. It also believes that if any one company, such as BOC, were to establish a monopoly on oxygen supply, it would put, if not hundreds, then dozens of patients at risk.

Mr Sharpe urged pharmacists to write to their MPs about the dangers a monopoly on oxygen supply would bring to the patient. Facts given by contractors had shown Mr Sharpe that BOC could not be trusted to deliver to 4,000 contractors, let alone 30,000 patients.

More in-store

International Stores are to open two more in-store pharmacies later this year, bringing their total to four.

A pharmacy department in Brentford, Middlesex, is due to open in August and a pharmacy in the company's Newport store on the Isle of Wight is scheduled to open in October. Existing in-store pharmacies are at Weymouth and Torquay.

The new pharmacy departments will be open the same hours as their respective stores, each staffed by the equivalent of 1 3/4 pharmacists, Sandra Waters, superintendent pharmacist, told *C&D*.

No PL(PI)s yet issued by the DHSS

So far the Department of Health has not issued a Product Licence (Parallel Import) following the introduction of the new licensing scheme last month and the publication of the new Exemption Order No 673, which came into effect on June 6.

A DHSS spokesman said that when PL(PI)s were issued, details would be published in the *London Gazette*. He said

PSNC updated on imports

Chairman David Sharpe told the LPC conference this week that Health Minister Kenneth Clarke does not intend "at this stage" to recover the higher parallel import discount from all contractors.

Mr Sharpe had received a reply to his letters of March 27, April 11 and May 19 on the subject of parallel imports.

Mr Clarke said: "I apologise for the delay in replying but, as you are aware, this is a somewhat complex issue and the process of finding a resolution is somewhat slower than we hoped."

"We are endeavouring to produce a scheme which is feasible, credible and legal. Like you we know the objectives we seek but are by no means sure of the route. You have my assurance that, when the initial work is complete, we shall be contacting your Committee and other interested bodies to discuss our proposals."

"It is easier to identify what we do not

the issue of a licence was not automatic. A number of applications had been made which were in various stages of processing.

C&D was told by a DHSS spokesman last month that there would be no period of grace for either the licensing scheme or the new Exemption Order. He said then: "They will be applied as vigorously as manpower resources allow. We cannot be everywhere at all times but will pursue cases brought to our attention."

The Department was unable to comment this week on whether it could be held to be "in restraint of trade" by an importer who had operated previously by virtue of a legal loophole, and was now prevented from trading because his PL(PI) application had not been processed.

intend to do. And I can also tell you that we have no intention at this stage of recovering the higher discount from all chemist contractors."

David Sharpe also brought representatives up to date with the balance sheet position. "The amount owed to us by the Department now exceeds the amount we owe them."

"At the outset we owed £71m on discounts which has been reduced to £37m by negotiating various offsets — warehouse distribution costs, notional pricing and price reductions under the PPRS. Because of the £50m under reimbursement of labour and overhead costs (to January 1985) determined in the recent inquiry, the DHSS owes us money."

Mr Sharpe said this could result in a wipe-the-slate-clean situation. "It is something the Department is probably looking for." The alternative, say, was an increased fee and a 3 per cent surcharge over 12 months to recover discounts. The £50m would be increased or decreased by the findings of the review panel on the proprietor's notional salary and profit due in August.

sentence and Dr Lack was bailed pending appeal. This week three appeal judges reduced the sentence to six months, suspended for a year. They also fined Dr Lack £7,500.

Doctor freed

A doctor under sentence of imprisonment for obtaining Trandate tablets from Allen & Hanburys on the pretence that they were for use in research was freed from the threat of jail by the Court of Appeal this week.

Dr Robin Lack, of Sandy, Beds, had been sentenced to 12 months, of which six were to be served and six suspended, at Bedford Crown Court on October 18 last year (*C&D* October 22, p758). He had admitted five counts of obtaining tablets by deception.

The Crown Court judge certified that the case was fit for an appeal against

Program update

Kirby Oldham are updating the control program in the PLP III label printers, free of charge. An engineer will call on all customers to change the program chip.

The new control program allows the machine to print faster and allows greater flexibility in calling drug names and instructions from the memory. *Kirby Oldham Ltd, Ellen Street, Oldham.*

Nurses win

Nurses are to be paid in full the 7.5 per cent increase recommended by a review body set up after their 1982 pay dispute.

But the 6.9 per cent increase recommended by the doctors' and dentists' review body is to be kept to an immediate increase of 3 per cent with a further 3.9 per cent in November. Other professions allied to medicine, which includes physiotherapists and radiographers, are to receive an increase of 7.8 per cent. The immediate increases will be backdated to April 1.

Viewdata quiz on GP ads

Audits of Great Britain have developed a new method of gauging GPs' reactions to pharmaceutical advertising by using a viewdata system — it is called Medilink.

John Clemens, managing director of AGB Cable and Viewdata, has described some results of a survey involving more than 150 doctors, who answer questions put to them each week on 14 inch viewdata sets, in the June 8 edition of *Marketing Week*.

The system gives immediate feed-back to the pharmaceutical industry on urgent issues plus regular information on usage of, and attitudes towards, new drugs says Mr Clemens. For example, Medilink provided information on doctors' reactions to the recent "pill scare." Similarly when prescription charges went up, 55 per cent of the panel of doctors said they approved.

A study on preferred sources of information revealed that GPs considered medical representatives best for details on new products with articles in medical journals second. Asked what form of promotion drug companies should spend more money on, two-thirds of the Medilink panel said explanatory videos about new products. Sixty-nine per cent voted to stop direct mail promotion.

As for medical journal advertisements, a majority said they should continue, with one-in-five always looking at them.

More than 80 per cent considered that pharmaceutical advertising was either more responsible, instructive and ethical than everyday consumer advertising — or at least on the same level.

Just over half thought too much was spent on reminder advertising. But Mr Clemens feels that is no higher than the response one would get from consumers asked whether Heinz spend too much on reminder advertising for baked beans.

Health centre control fight

Swindon Health Authority is likely to lose £80,000 per year if plans to give control of a new health centre to a consortium of local pharmacists goes ahead, claims the authority's district pharmaceutical officer.

Milton Road health centre in Swindon is to be replaced by a new one half-a-mile away, and in line with government recommendations the new centre has been promised to local pharmacists. But three appeals have been made against the decision.

Mr Godfrey Fowler, Swindon DPhO, who runs the Milton Road health centre told *C&D* that the new health centre, due to open next year, will not be drawing business away from local pharmacies as it will involve mainly doctors who work from the present centre.

He explained that the Milton Road centre was built last century when it was run by the railway authorities. The centre receives payment in the same way as a retail pharmacy, generating £80,000 profit for the health authority.

At present the centre is manned by the equivalent of 2½ pharmacists and 3½ technicians. They are helped by a pharmacist and technician from the local hospital. "If the new health centre is handed over to local pharmacists we will either have to absorb them into the district or make them redundant", said Mr Fowler.

Mr Gordon Hill, Wiltshire Local Pharmaceutical Committee secretary, told *C&D* that local pharmacist's were not "pinching money from the health authority." The new health centre, to be sited in Fleming Way, had been promised to the consortium in 1972.

Mr Hill is himself company secretary of the consortium which involves all pharmacy owners in Swindon, under contract since July 1972, including Boots.

Neither will the service suffer, the new health centre pharmacy will arguably be "the best in England," Mr Hill said.

Lab test alert

A chart identifying drugs which can interfere with laboratory tests and been introduced by WB Pharmaceuticals.

"Drug Effects on Laboratory Tests: Attention" (DELTA) is available as a wall chart or pocket folder free from *WB Pharmaceuticals Ltd*, PO Box 23, Bracknell, Berks RG12 4YS.

Chemist & Druggist 16 June 1984



P. Sheen

"You'll need a bloomin' degree to shop there next!"

Retail degree

Britain is to get its first degree course in retailing. It starts in September at Manchester Polytechnic with the support of leading retail organisations.

The students, aiming at a BA honours degree in retail marketing, will undertake a four-year sandwich course. They will spend one of the four years working with companies involved in the scheme.

The supporting companies include House of Fraser, Sainsbury's, Debenhams, W.H. Smith, Littlewoods, Marks & Spencer, International Stores, Woolworth, MFI, Asda, Great Universal Stores, National Westminster Bank and the Co-op. Already they have put up £17,000 for an advertising campaign to promote the scheme and to enhance the image of retailing as a career. More than 500 potential students have so far applied for the course.

Withdrawn drugs cause problems

Many doctors with patients experiencing withdrawal of more than one non-steroidal anti-inflammatory agent in rapid succession have reported difficulties in finding alternatives once confidence has been undermined, says a letter in last week's *Lancet*.

Dr Bill Inman who runs the Drug Surveillance Research Unit at Southampton University, says that many doctors participating in the prescription event monitoring scheme run by the Unit have commented on the harmful effects of drug withdrawals from patients benefiting and prepared to accept the small risks involved.

Dr Inman says he is concerned by the "unprecedented number of drugs withdrawn over the past two years". These appear to be based on voluntary reports of suspected adverse reactions and not on scientific evidence that they are more dangerous than older remedies which have not been closely scrutinised, he says.

The annual mortality attributable to recently withdrawn NSAIDs appears to lie between one in 20,000 and one in several millions. Many drugs used for serious disease would be withdrawn if risks of this order were generally regarded as unacceptable, Dr Inman says.

A suggestion that marketing of new drugs could be restricted until essential information about their safety is known may be counter-productive, says Dr Inman. Limiting the numbers treated would merely delay recognition and evaluation of side effects. Similarly, potentially dangerous products could infiltrate the market insidiously and escape early recognition of hazards which might otherwise have resulted from publicity new drugs receive.

The yellow card and PEM systems for monitoring adverse reactions complement each other, says Dr Inman. The yellow cards sometimes focus attention on potential hazards but do not show what happens with no treatment. He has noticed for example that the frequency of serious gastrointestinal disorders during treatment with some withdrawn drugs does not appreciably differ from their incidence after withdrawal or change to another NSAID.

Currently about three-quarters of GPs in England support PEM. During its first two years they provided data on nearly 120,000 patients, an average of three reports per GP per year. But the majority of reports are not drug related, says Dr Inman. Conversely, yellow cards report suspected adverse drug reactions and reach the Committee on Safety of Medicines at a rate of perhaps one per doctor every four years.

By Xrayser

Numbers up

The number of pharmacies rose by a further 17 to 10,955 in May. That compares with an increase of three the same time last year.

There were 23 additions and 12 deletions in England, excluding London, which gained four with six additions and two deletions. There was no change in Wales, with three additions and three deletions. Scotland saw an increase of two with four additions and two deletions.

Philips recall

Philips are recalling certain hood hairdryers manufactured during 1982 and 1983 which can become a "potential safety risk." Hairdryers involved are code numbered from 240 to 411 — the number can be found on the rear of the hood. Any such units should be returned without the stand to Philips Small Appliances authorised centre.

Scottish poll

The following have been elected to the Scottish Executive of the Pharmaceutical Society (votes in parenthesis): Mary Dawson (464), I.M. Caldwell (458), K.J. Gray (451), Mrs B.C. Montgomery (449), G.W. Allan (404), A.H. Watson (399). Not elected was E.J.H. Mallinson (246). It is the Executive of the Scottish Department of the Pharmaceutical Society that is opposed to mobile pharmacies in Scotland and not the Scottish Home and Health Department as suggested by the headline on p1097 last week.

Price Service

Nirolex has been deleted from the Price List on the instructions of Boots. However we have since been informed by the company that the product has not been withdrawn. Details are: Nirolex expectorant 125ml, 369-918, £1.15.

C&D's Pharmacy Economics features are contributed by Eric Jensen BCom, MPS, FIPharmM, MInstM. This credit was omitted from last week's piece.

■ **The National Federation of Women's Institutes'** annual meeting last week gave overwhelming support to a resolution calling on the Government not to restrict the supply of free spectacles on the NHS.

Top marks!

Last week we saw two letters published, one from John Davies of the Rural Pharmacists Association, and the second from Jim Skipp of Dorset Local Pharmaceutical Committee. Both important and revealing documents.

John Davies has made a beautifully clear analysis of what Kenneth Clarke said in the interview with *C&D* last week. One can only hope that delegates to the LPC Conference can get useful clarification of how the Pharmaceutical Services Negotiating Committee proposes to tackle the task of opening the closed mind of the Minister to alternative ways of achieving what he wants — which is an uncomplicated way of getting an economical pharmaceutical service — and at the same time giving us some security and professional satisfaction.

Despite all the talk about a "new simpler" contract I can't help thinking that a good deal of our dissatisfaction arises, not from the Government's "global sum" concept, which is a common enough basis for contracts, but from the unfair way PSNC choose to distribute it.

I don't mind boring you again about the unsupportable upper limit of discount clawback of 7 per cent when we know that some big boys collect up to 12 per cent. The small contractors, if they are men of conscience who try to fulfill all prescription obligations may have to spread buying over three or four wholesalers in any month. Hence they lose on their assessed level of assumed discounts because of their limited capacity to qualify for wholesaler terms. All old hat, but in a way I think we are trying to focus our discontents outside the area where they should be tackled.

While in his commentary on the Minister's statements Mr Davies makes some beautiful points, it seems to me Mr Clarke is asking us why he should make any changes when he thinks the present system works fairly well already? He doesn't want to know about our internal wrangles, or the minutiae of differences between the way the doctors and ourselves are paid for doing what appear to him to be the same jobs. Have we a resistant organism here which requires constant irradiation to produce a useful mutant?

Dirty work

Most of us will have been shocked to find that in Dorset three practices were dispensing for 800 patients *not* on the doctors' dispensing lists and, that when these people were asked if they wanted to

continue, only 216 said yes. It means that doctors took no notice of the regulation — and apparently were paid for it!

The implications are serious indeed, both in the specific instance and nationally. The regulations say that payment "shall not be made" but if, in spite of this, nothing is reclaimed there can be no reason why doctors should exercise any restraint in extending their dispensing services to as many patients as they think they can cope with.

What, I wonder would happen if a pharmacist broke the rules? It would be interesting, in the light of this judgment, whose background and meaning has been so succinctly given us by Mr Skipp, (LPC secretary), to examine the role of administrators, in law, in practice and in their own eyes.

Good sense

How about Colgate Palmolive's proposals to bring sense to the pricing policy of toothpastes by upping the prices? Actually I wouldn't argue against it, but can't help grinning at the ten-year price freeze forced on the manufacturers' by their own methods of trying to corner the market. But another quiet revolution has passed almost unsung.

For years I have poured scorn on the false prices foisted on us by the big toiletry companies who, by cycling their "special price offers" on one or two months' stints, have forced any of us who buy direct to hold about four months' stock so as to stay competitive between cycles. Elida Gibbs appear to have abandoned this stance with their new "always low price" policy, with promotional edge given by special overfilled items from time to time. In other words they have dropped the phoney recommended price and in effect, stabilised new realistic *fixed* prices. I think the idea is that we don't tell anyone?

MDU

A couple of weeks ago I wrote a short paragraph on the somewhat ambiguous directions to be found on Lotil cartons. Well, I've just had a lovely letter from T.M. George of Glasgow.

"Dear Xrayser, In a recent article you quoted the Lotil instructions. Even the instructions on certain CRCs... 'Line up arrows, and push off,' could be misleading.

"However, the best instructions must be the one printed on a stick deodorant container. It reads: 'Remove top and push up bottom.' Surely this is carrying personal hygiene just slightly too far?"

Prize to TMG! Any others?



Why nobody messes with Colgate.

Because Colgate Great Regular Flavour and Blue Minty Gel are now available in handy new Pump Dispensers.

There's no mess and no waste, so you'll have no trouble selling them. Your customers will see them advertised nation-wide on our £750,000 Colgate Pump Dispenser TV campaign.

And since we will also be dropping millions of '15p off' coupons through their letterboxes, you'd be wise to stock up now.

Because at Colgate, when we launch something new, you can be sure of one thing. We don't mess about.

 **COLGATE-PALMOLIVE** LIMITED London W1.





WHOOPS



WHOOPS



NEW REFASTENABLE COS
WISH THEIR BABIES WOU



WHOOPS



GOTCHA



Now they have refastenable tapes Cosifits will really move.

They come in small, standard or economy packs. As well as in 3 sizes for any size baby.

The Cosifits people are obviously out to make life easier for mothers.

And for you. Their national advertising sees to that.

(A recent poll showed Cosifits commercials were the most popular in Britain).

This year they're spending £3 million with a fresh TV and press campaign.

The first burst will have mothers everywhere trying new refastenable Cosifits.

They'll fasten and refasten. You'll stock and restock.


Robinsons
 of
Chesterfield

ITS. FOR MOTHERS WHO
LIE STILL FOR A CHANGE.

Veno's revamped as Day Nurse is encapsulated

This week Beecham are launching a capsule extension to their Day Nurse cold symptom relief range as well as relaunching their three-strong group of Veno's cough mixtures.

The company see Day Nurse capsules as a natural development of the liquid form offering the consumer a convenient dose

expand the market. A capsule dose costs 16½p compared with 23½p for the liquid.

Day Nurse capsules come in a counter display pack (assistant access only) with adhesive pads on the base to prevent tampering and self selection by the consumer. The unit is on a 14 as 12 bonus.

Beecham's relaunch of Veno's involves the reformulation of the original cough mixture as an expectorant by the addition of guaiphenesin. Each 5ml dose of the expectorant contains guaiphenesin BP 50mg, liquid glucose BPC 1963 3.18g, and treacle 1.35g, in a base containing aniseed oil, capsicum tincture and camphor. Recommended dosage for adults and children aged 12 years and over is 10ml every two or three hours and for children aged 3-12 years, 5ml at the same interval. It is not to be given to children under three.

The formulations of the adult formula (antitussive) and honey and lemon (demulcent) remain unchanged along with dosage but pack sizes for all variants have increased — small 100ml, £1.10 and large 160ml, £1.48. All the bottles feature tamper-proof caps and come with a measuring cup.

Veno's is relaunched into a market worth £44m at rsp, say Beecham with chemists taking a 90 per cent share. They say the repositioning and rationalisation of the range is now complete and that it is the number three brand in chemists.

Backing for the launch will be a £1.1m national television campaign beginning in November. POS material will be provided by Beecham Proprietary medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.



New Veno's packs have a simplified design to show more clearly the type of cough each variant is most suitable for.

Clairol's sun touches blondes

Clairol have updated and revamped their Summer Blonde lightener and replaced it with three products.

The new lines are designed to gently lighten any shade of hair to reproduce a natural sun-lightened effect, says the company.

A touch of sun (£2.78) is available in a non-aerosol spray. Sprayed directly onto the hair before sunbathing it is said to accelerate the sun's lightening effects. It is a permanent colourant and will work with natural sunlight or the warmth of a hair dryer. Clairol say it is particularly effective when used on fair to mid-brown hair.

A little sun (£1.99) is a simple, mix and



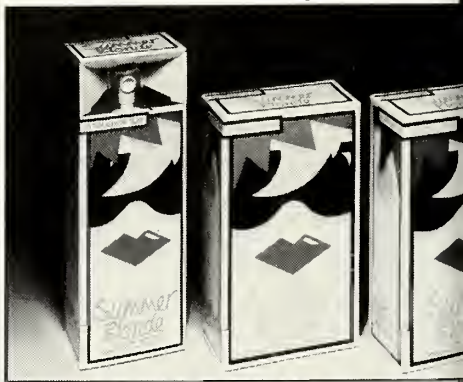
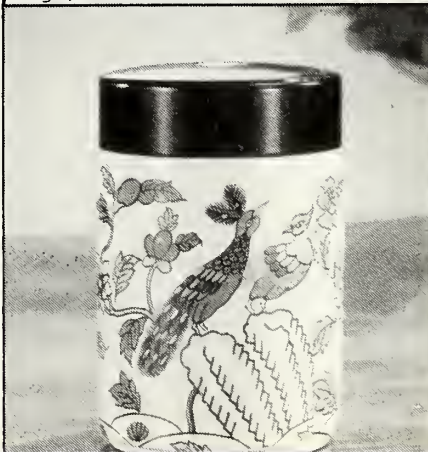
Day Nurse packs feature an exploding capsule to convey the message that it is effective, say Beecham.

form now that the public have overcome their "fear" of capsules. The launch is to be supported by a £500,000 national television campaign later in the year.

Each orange and yellow capsule (stamped Day Nurse at each end) contains paracetamol 250mg, dextromethorphan hydrobromide 7.5mg and phenylpropanolamine hydrochloride 12.5mg. The usual adult dose is two capsules taken four hourly not more than three times daily. The dose for children 6 to 12 years is one capsule four hourly, not exceeding three capsules in 24 hours. Children under six are to be given Day Nurse only at the direction of a doctor. Day Nurse is Pharmacy only and comes in blister packs of 20 foil-backed capsules (£1.65).

Beecham say the cold treatment market is worth £21 million per annum at rsp of which they claim a 56 per cent share. Chemists they say, have a 60 per cent share. They expect the capsule to take some share from the liquid but believe it will

This up-market air freshener comes in five different perfumes. The perfume (30ml) is poured into the decorative pot. Attached to the lid is a wick which draws the perfume up allowing it to slowly evaporate. The fragrance level can be regulated by the positioning of the wick. In use, the wick should provide perfume for up to eight hours. Le Parfumer (trade £7.90-£9.95; refill £2.50) comes gift packed in a choice of five decorative containers and is available from John Merchant Ltd, 45 West Street, Bognor Regis, West Sussex.



shampoo-in product. Its lightening effect will depend on the amount of time (up to 15 minutes) that it is left on the hair.

A lot of sun (£1.99) is a slightly stronger variant. It is applied in the same way and will lighten a shade or two more. The effect is again determined by the amount of time that the product is left on the hair.

Home blonding is rapidly expanding, say Clairol, taking 18.1 per cent of the market in the first two months of this year. Bristol-Myers Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB.

Chemist & Druggist 16 June 1984

The Original Vitalia Fibre Tablets

STILL UNBEATEN FOR QUALITY AND VALUE

* VITALIA FIBRE TABLETS CONTAIN UP TO 50% MORE FIBRE THAN ANY SIMILAR BRANDED PRODUCTS.

High fibre intake, its valuable contribution to health, regularity and as an aid in slimming is today's big talking point among nutritional experts. When your customers ask for fibre tablets recommend Vitalia because:

- 1 Vitalia Fibre Tablets contain 90% dietary fibre – as much as 50% more than other brands.
- 2 Vitalia quality control standards are unsurpassed – each product is guaranteed, unconditionally.
- 3 Unique tamper-proof safety seal for long-life, freshness and purity. This will build customer confidence and repeat sales.

DON'T WASTE A MOMENT. FOR HEALTHY PROFITS RING OR WRITE TO VITALIA LTD AT ONCE.

Vitalia Limited, Hemel Hempstead, Herts HP2 4ND
Telephone: (0442) 49607



TV, RADIO & PRESS ADS TO BACK YOUR SALES

A hard hitting National Publicity Campaign with full colour advertisements will be appearing throughout the Spring and early Summer to back your sales!



VITALIA[®]

NO POSTAGE STAMP REQUIRED

Fibre	R.S.P.	Trade Price	% Profit on cost	Units/ Outers	Outers Required
Size 100	£1.75	£1.01	50%	5	
Size 200	£2.99	£1.73	50%	10	

Please complete the order form and send today to Vitalia Limited, FREEPOST Hemel Hempstead, Herts HP2 4ND.

Your Name _____
Address _____

Wholesaler _____

**Only
Tampax
could give
9 million
women an
open
cheque.**



When Tampax introduce a promotion, you know it's going to be a great one.

On a scale that only the number one brand can afford.

Of course, this promotion is no exception.

We're offering our customers the chance to win a share of a massive £50,000 in prize money.

All they have to do is answer some questions about Tampax and then write themselves a cheque for an amount up to £10,000.

Entry forms will be in packs, on in-store leaflets and of course in the biggest women's magazines.

And at least nine million women will have the chance to see them.

Tampax tampons are already the biggest selling product in the overall health and beauty market.

Since every entry form requires proof of purchase, who knows, they could become even bigger.



Send to: Bank on Tampax, Dept. No. 991, Hendon Road, Sunderland SR9 9XZ. Closing date: 31st March 1985

PARENTS/GUARDIAN'S SIGNATURE (IF UNDER 18)

TODAY'S DATE

£

198





Lifestyles to take on Durex

Warner Lambert Healthcare are entering the contraceptive sheath market with a range of three products brand-named Lifestyles.

One of the products, Lifestyles Ultrasure (6, £2.39), is the first contraceptive sheath to be granted a product licence by the Department of Health. It contains an effective measure of the spermicide, nonoxynol 9, in the tip and incorporated in the lubricant on the inside and outside of the sheath.

The other two products in the range are Nuda, which is extra light (10, £2.49), and Stimula, which has ribs moulded into the rubber (10, £2.69).

The sheaths are manufactured by the Australian company Ansell which claims to be the world's largest supplier of latex products.

Mr John Ball, Warner Lambert Healthcare's marketing director, believes Lifestyles is the first serious competitor to the Durex range for many years.

"We are offering the pharmacy trade a good, viable alternative," he says. "Lifestyles offers distinct benefits, both technically and as regards image, at prices and margins that are attractive to the retailer. All this will be backed by the Warner Lambert service that we have built up over the years as a large supplier of healthcare products to pharmacy. We are also giving Lifestyles a large promotional budget which will be good not only for our brand but for the total sheath market."

An advertising campaign costing £¾ million will start mid-August, mainly in women's magazines with some advertisements in the national Press. This will be supported by a public relations programme in the media. Advertising for Ultrasure, with the backing of its product licence, will concentrate on the double security of "the two forms of contraception in one."

Trade bonuses are available for the launch period and the product is presented in counter display units with consumer leaflets. The company is setting up a contraceptive information bureau that will supply a booklet on contraception to people asking for more details.

Lifestyles have been on sale in the United States and South America for the past two years. Warner Lambert's decision to enter the UK market is based on extensive consumer and trade research over the past three years and a close examination of trends in contraception.

Statistics from the Family Planning Association suggest that the sheath is the only method gaining in popularity. Last year 3m women were estimated to be taking oral contraceptives, a slight decrease since 1978, and 2.9m couples were relying on the sheath compared with 2.7m five years previously. In particular there is a trend for women over 30 to seek alternatives to the "pill." Other factors responsible for growth in sheath usage include concern about sexually transmitted diseases and the increasing incidence of cervical cancer in young women.

Despite this increase in the sheath's popularity, Warner Lambert's research suggested that existing brands still had a slightly old-fashioned image and associations with "one night stands." In designing the Lifestyles packs, the company tried to create an image of a contraceptive to be used in happy permanent relationships.

Another marked trend in recent years has been for sheath sales to move away from vending machines and barbers into pharmacies which now, according to Warner Lambert, claim nearly 70 per cent of the £20m rsp market. Since these items have become openly displayed in pharmacies, women are playing an important part in their purchase. Research showed that 69 per cent of women thought people would feel comfortable asking for Lifestyles in a shop compared with the 18 per cent who would feel comfortable asking for Durex.

Lifestyles are slightly more expensive than the main competition but Mr Ball believes the market is not price sensitive, for example, sheaths are available free from family planning clinics yet a relatively small percentage are distributed in this way. And he thinks that consumers will be prepared to pay for the added security offered by Ultrasure.

The brand will also be sold through drug stores and talks are being held with the FPA with a view to distribution through clinics.

Says Mr Ball, "Obviously we don't envisage toppling Durex — that would be a nonsense because they have something like

a 96 per cent share. But I think we will be able to take a reasonable share over the next two or three years. We have the means to do it and I believe the trade will support us because of who we are." Warner Lambert Healthcare, Southampton Road, Eastleigh, Hants SO5 5RY.

Making money on Macdonald's

Macdonald's cotton wool retailers have the chance to win £1,000 in premium bonds with Wellcome's "moneymaker" competition.

Green-flashed competition packs have been supplied for the handy pleat, popular roll, economy roll and 100 Snodrops lines. Entrants are asked to place six product features in order of importance and complete a tie-breaker. The competition runs until December 14. The current monthly jackpot in premium bonds is £250,000. Wellcome Foundation Ltd, Crewe, Cheshire.

Ashe: Shapes of things to come

Following the launch of Forms mousse under the Vitapointe banner, Ashe are now introducing Shapes gel under the Eugene brand name.

The gel (120ml, £1.15) has a light fresh apple fragrance and comes in a flip top polythene tube bearing the blue and pink Shapes logo. It will be advertised in the young women's Press and is available to the trade in outers of 12 (£8.70). Styling gels currently account for over 7 per cent of the £30m UK market for hair setting products, say Ashe Laboratories, Ashetree Works, Leatherhead, Surrey.



Lilia-White are introducing special price marked packs of Tendasoft Panty Pads for an eight week period. The packs, available in 10s and 20s across all absorbencies provide "a substantial discount" on normal prices says Nigel Gaunt product group manager. Lilia-White Ltd, Alum Roack, Road, Birmingham B8 3DZ.

Fun and food with Benjyware

A comprehensive range of pre-packed Benjyware baby toys and tableware is being introduced by Dunbee this month.

Benjyware colours are blue, yellow, red and orange and items are blister-packed or carded and priced from £0.19 to £2.50. Retailers purchasing at least £250 (trade) across the range get a free stand — either a wall unit (66 x 32 x 14in) or rotary unit (72 x 24in).

The range comprises seven squeeze 'n'



squeak toys (£0.75 or £0.99), assembly toys £1.75, rattles £0.75, "barrels of sound" £0.99, ball and hand rattles £0.75, teething rings £0.65, pram and crib toys £1.99, floating duck £0.75, soft terry towelling toys (small £1.15, medium £1.45 and large £2.50), first brush and comb set £0.60, baby training cup £0.35, easy-grip plastic spoon £0.19, first spoon and fork set £0.29, feeding dish and spoon £0.99, baby training cup with two handles £0.60, musical hairbrush and musical toothbrush £0.99 and rolling rattles £0.65. Some items are available in assorted colours or types.

Dunbee say the new range will complement Benjy babywear range already available to chemists with its own display stands.

The company recently moved to larger premises with double the warehouse capacity. Dunbee say they are expanding their range of activities and taking on more salesmen. *Dunbee Ltd, 11 Old Esher Road, Hersham, Walton-on-Thames, Surrey.*

Dylon footnote

Dylon canvas formula 1 fabric cleaner is an aerosol spray designed to cope with stained and shabby fabric shoes and accessories (the exception being satin shoes). The 142ml aerosol (£1.50) comes in display boxes of one dozen. *Dylon International Ltd, London SE26 5HD.*

Chemist & Druggist 16 June 1984



Band-Aid manufacturers Johnson & Johnson are to provide the All England Lawn Tennis and Croquet Club with first aid supplies for players and spectators during Wimbledon fortnight this year.

The players' kit will contain bandages and flexible fabric plasters to protect blisters and callouses, bandages and tapes for strained leg muscles and a treatment for wasp stings. Kits for the public (above), in white livery with the Band-Aid and green and purple Wimbledon logos, will contain assorted plasters, disinfectant and cotton bandages, cotton wool and Waspese. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*

Fenjal gift and trial packs

Fenjal are offering a trial size creme bath (14ml, £0.30) and two gift packs of creme bath and beauty soap.

The 14ml "two-bath" size trial packs are available in all four creme bath fragrances. A pre-packed display unit holds six of each variant.

In the first of the gift packs there is a 100ml of creme bath with removable gift sleeve (£3.45) again in four variants. The second gift pack is a blue and gold coffret holding a 42ml creme bath and 100g beauty soap (£3.24). *Beecham Proprietaries — Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

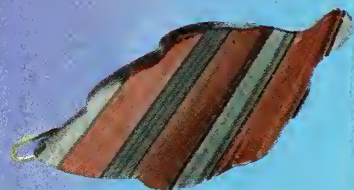
Jewellery roll on Pagan packs

Packs of Pagan perfume in 7ml, handbag and trial sizes, as well as 25ml and 50ml sizes of the cologne spray carry details of a free jewellery roll offer.

Purchasers of any of the five packs can apply for the roll. The offer closes on March 31, 1985. *Jovan, Beecham House, Great West Road, Brentford, Middlesex.*

Looking Great.

Britain's No. 1 Lady in Haircare... Lady Jayne. New colourful high impact packaging. Unique fashion accessories. Ponytailers, hairslides, bobbles, regularly introduced to the range. Keep ahead of fashion trends. Stock the brand leader Lady Jayne.

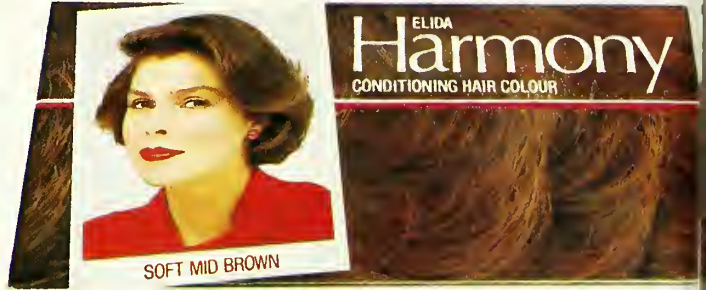
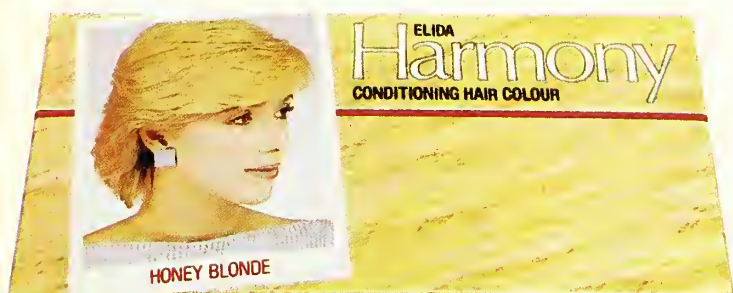
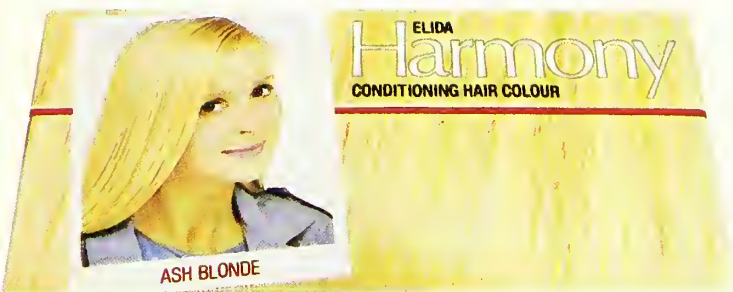


The Lady Jayne range of Hair Fashion Accessories includes the very latest decorations, styles and colours, and some new and exciting developments too!

Lady Jayne

Laughton and Sons Limited, Warstock Road, Birmingham 021-474 5201

Harmony pa



BIGGEST BRANDS ✓ **BIGGEST SALES** ✓ **BIGGEST PROFITS** ✓

cks them in.



Our bright, new Harmony girls pack them in better than the Nolan Sisters do.

The No.1 semi-permanent hair colourant now comes in modern, eye-catching packs.

Our 15 sisters are really in perfect Harmony—including our new 'Burgundy' girl. Backing them will be our biggest ever TV and press campaign to the tune of £1.5 million.

Make sure you pack them in. Stock all 15 Harmony girls and get some 'ooos' and 'ahhhs' into your profits.

'BURGUNDY' THE NEW FASHION COLOUR.
SHE'LL BE A RESOUNDING SUCCESS!

FROM THE BIGGEST NAME IN TOILETRIES. **ELIDA GIBBS**

Shulton stick with Old Spice

As competition heats up in the stick deodorant market Shulton are making sure they are not left behind. And as part of a "major toiletries growth plan" they explain the reasoning behind their Escapades in the bodyspray market.

While the flagship of the company remains Old Spice Shulton have, over the past few years, been quietly exploring other fields. A fine fragrance division was set up in 1963 and has led in recent years to a steady stream of fragrance launches — two notable ones being Choc and Paradoxe from the Pierre Cardin stable. And it was earlier this year the company took on the distribution of the Sans Soucis skincare range.

"We make no secret that our strategy over the next five years is to develop our toiletry business especially in the antiperspirant/deodorant, skincare and fragrance areas," says Nick Kohn, director of marketing.

"This does not mean we are moving away from male fragrances; they are as important as they ever were."

At the moment, with Gibbs and Mennen spending vast sums of money to establish themselves in the stick deodorant market Shulton are sitting up and taking notice. The market isn't a new one to the UK, we've had a stick deodorant in our range since the early '70s, they point out.

Mennen started the ball rolling in May this year with the launch of Speedstick (75g, £0.99) and the confident prediction it would gain a 5 per cent brandshare in the market by the end of the first year. To achieve this they allocated £2½m to promote the brand — £2m of which pays for the heavyweight television campaign currently running. Sampling was encouraged with the launch of a 25g trial size for £0.29. Shulton's reply to this activity was for themselves launch a 20g trial size for the same price.

In April Elida Gibbs announced the impending arrival of Sure Solid (63g, £1.29), an antiperspirant stick backed by £1.6m in support. Not to be outdone Shulton are themselves to launch Old Spice solid, an antiperspirant stick (introductory price £1.10). This new line comes in a white container for ease of identification when on-shelf with the familiar red stick deodorant. Selling-in to the trade begins in August.

All this activity by Gibbs and Mennen can only help create awareness and build the market, says product manager Nichola Dudman. While currently only taking a 2 per cent share of the men's market she



Shulton's answer to Sure Solid. Old Spice solid will be available from August.

believes sticks could turn out to be the next sector to see dynamic growth in the toiletries market.

Such optimism, however, is tempered by a cautious approach. Instead of going all out with a national television campaign the company is currently testing a commercial for the stick deodorant in the Granada region. The campaign first shown in March gets a second airing for three weeks from June 25. Results will determine whether the commercial goes national. To date it's looking good say Shulton. Following the March burst sales in the Granada region were doubled.

On a wider scale there is a programme of promotions and Press advertising. A national campaign starts this week running in the *TV Times*, *Sun*, *Daily Express*, *Daily Mirror* and *Daily Record*. Adverts will carry 13 million 20p off coupons redeemable against the 75g stick deodorant. Like Mennen, Shulton will be stressing the waste factor of aerosols in their campaign.

The 20g, trial size promotion is to be repeated — when this was available last year unit sales of the 75g stick deodorant saw a 26 per cent increase — and from the end of June packs will be price marked £1.10 — a saving of £0.35 on the rrp. This will then be followed by an extra contents promotion. Merchandising material will be available to support both the stick and the solid.

Only around 49 per cent of men use deodorant regularly, say Shulton, leaving a vast untapped market. While recognising the American and British markets are different, Shulton point to the rapid growth in the American market as a possible sign of things to come in the UK. Helped considerably by the fluorocarbon controversy in the mid '70s, stick deodorants/antiperspirants have made great inroads and will take a 50 per cent share of the American market in 1985. In the States the company also markets Lady's Choice — a solid antiperspirant for the female market. There are no plans to bring it over to the UK at the moment.

At the moment, in the UK, Old Spice

dominates the men's stick deodorant market with a 17 per cent unit share. And Shulton have no intention of letting this slip as the market grows or, conversely, of getting their fingers burnt if stick deodorants fail to capture the imagination of the public.

One market that has found an acceptable niche in the toiletries sector is the bodyspray market. Opened up by Impulse and Limara, it is now worth £16m and growing — in unit terms at a rate of 21 per annum. Yet market penetration is as low as 14 per cent so there are tremendous possibilities, say Shulton. Again erring on the side of caution the company is currently testing a bodyspray in the Tyne Tees region. Escapades (see *C&D*, June 2), available in three fragrances, is being supported by television advertising in the region. A second burst is scheduled for September and Shulton will then weigh up the possibilities of going national. The advertisement with a Koo Stark storyline of a girl being chased by the press signs off with the line "For girls who don't want to go unnoticed." Introductory prices for the bodysprays is £0.99. *Shulton (GB) Ltd, Alexandra Court, Wokingham, Berks.*

A simple way to remove make-up

An important part of the skincare regime is the removal of eye make-up, say Albion Soap who are launching Simple eye make-up remover (100ml, introductory price £1.10, rrp £1.35). Without the addition of perfume or artificial colours the product "maximises cleansing power while minimising the possibility of skin irritancy." Able to remove both waterproof and water soluble make-up, Simple eye make-up remover leaves a protective moisturising film on the skin, say Albion Soap Co, 113 Station Road, Hampton, Middx TW12 2DY.

Rod and piston toothpaste system

Television advertising for the new Colgate toothpaste dispenser breaks June 18, to run nationally for three months. In support, from July 2, there will be a national coupon campaign to 5 million homes offering 15p-off the dispenser. The 100ml dispenser (introductory price, £0.69; rrp £0.75) comes cellophane wrapped and is available in both regular and blue minty gel. It works on a rod and piston arrangement dispensing the toothpaste in measured amounts. *Colgate-Palmolive Ltd, 76 Oxford Street, London W1A 1EW.*

Chemist & Druggist 16 June 1984

% Volume Sales



Sep 82

Mar 83

Sep 83

Soft & Pure, as you can see from the graph on the left, is Britain's fastest growing cotton wool. Sales of our cosmetic pads rose 61% in 1983.

In fact Soft & Pure now enjoys a 34.2% market share, which makes us brand leader.

Now we have two new products to join our range.

Soft & Pure Wipeaways. One for nails and one for make-up.

In a simple wipe, women will be able to remove make-up or nail-varnish without the need for countless bottles and reams of tissue.



Which is why new Soft & Pure Wipeaways are going to be such a runaway success.

The packs will look great on the shelf (yours and hers), while the Soft & Pure name is one both of you know and trust.

To get things off to a good start we're backing Wipeaways with a £250,000 spend in women's press as well as a special introductory bonus.

All the more reason to start stocking new Soft & Pure Wipeaways now.

New Soft & Pure Wipeaways


Robinsons
 of
Chesterfield

HOW LONG BEFORE YOU COTTON ON TO OUR NEW WIPEAWAYS?

HAS LA CHANGE

LADYCARÉ

WITH VITAMIN B6
AND IRON

FOR TODAY'S WOMAN AND HER
MONTHLY PERIODS

30 TABLETS
ONE-A-DAY

SAFE NUTRITIONAL
HEALTHCARE

LADYCARÉ

SPECIFIC VITAMIN & MINERAL
FORMULA No. 2

WITH VITAMIN E
AND GINSENG

FOR WOMEN GOING THROUGH
THE MENOPAUSE

30 TABLETS
ONE-A-DAY

SAFE NUTRITIONAL
HEALTHCARE



ADYLCARE ED?

When Ladycare was successfully launched two years ago, we said it with flowers.

On packaging, point-of-sale and in our advertising.

But two years is a long time in this dynamic, ever-changing market and during that time we've kept an eye on all aspects of Ladycare's development.

Research has helped confirm our belief that women have wholeheartedly accepted the concept of Ladycare.

It also tells us that it's time to take a fresh look at our packs, to keep up with the ever growing appeal of the brand.

With their bright bold graphics and clear informative wording we know that they will be even more eye-catching than before.

Our new Autumn advertising campaign will reflect this direct approach.

With whole page, full colour spaces in all the women's magazines that matter.

YES... AND NO.

Experience however tells us that the product itself is just as it should be. (In fact women tell us that too - we have their letters to prove it!)

So we've left well alone.

The flowers may have gone but we think that Ladycare will simply continue to blossom and grow.

And we don't need research to tell you what that will mean.

For more information please contact your local Booker Health Products representative or wholesale supplier.



—READY—

Charnwood Pharmaceuticals, a Fisons group company, have grown dramatically in recent years. Their range of standard tablet and liquid preparations combined with their strong wholesale connections provided the base for further growth.

—STEADY—

Weddel Pharmaceuticals showed steady growth in the manufacture and marketing of injectable products. This expertise plus their strength in the hospital market made them the ideal partner in this expansion programme.

—GO!—

The two companies are now one. We're called CP Pharmaceuticals. And with a million pound investment programme underway we aim to build our range of liquid and solid dose products.

At CP we offer a wide range of standard and branded products backed by strong wholesale distribution and technical support.

In all, a comprehensive service to both Hospital and Community Medicine.



CP Pharmaceuticals
FOR STANDARDS YOU CAN TRUST

CP Pharmaceuticals Limited,
Red Willow Road, Wrexham Industrial Estate, Wrexham, Clwyd LL13 9PX
Telephone: (0978) 61261 Telex: 61507 CPWREX G
A Fisons plc Company
Incorporating Weddel and Charnwood Pharmaceuticals.

Floral and sporty bathroom lines

A sporting shower gel and talc in three fragrances has been launched by Galenco Cosmetics. The shower gel (250ml, £0.99), with a mild formulation for frequent use, comes with a non-drip autocap which dispenses the gel only when the bottle is squeezed. Together with the sporting talc (225g, £0.79) the gel comes in azure (blue), sienna (amber) and vertino (green).

Additions have also been made to the Gentle Care product range. They are foaming bath oil (350ml, £0.99), shower gel (250ml, £0.99) and talc (225g, £0.79). All three lines are available in four floral fragrances and colourways — alpine pearl (blue), lemon pearl (lemon), meadow pearl (green) and spring pearl (pink). *Galenco Cosmetics (UK) Ltd, 6 The Broadway, Thatcham, nr Newbury, Berks.*

Summer offers on wipes ranges

During July and August Super Softies wipes and Baby Wet Ones will be available in promotional packs. A sample tube of Astral moisturising cream and a leaflet carrying 5p and 10p coupons redeemable against Astral and Super Softies will be the on-pack offer with each Super Softies tub.

Advertising for the special offer packs will run in the consumer Press during August and September.

At the same time, tubs of Baby Wet Ones will carry 20 per cent extra free wipes, the offer coinciding with a burst of television advertising for the brand. *Sterling Health, Surbiton, Surrey.*

Badedas undies

Designer lingerie features in a Badedas on-pack promotion from Beecham. A leaflet carrying details of the promotion is carried in gelee, silk and body lotion packs. For £6.95 the consumer can buy either French knickers or a camisole and for £19.95 a kimono (prices include postage and packaging). Each order must be accompanied by two pack tops from any Badedas product. All three lines are available in two sizes — small/medium and medium/large — and two shades — soft peach or champagne. *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middx.*

Chemist & Druggist 16 June 1984



Lynne Smith and Mary le Page share £500 between themselves — one of the regional prizes in the Rinstead display competition. The girls who work for Hill-Smith Ltd, Warrington, Cheshire are pictured receiving their cheque from Plough northern territory manager Jack Farlam.

Holiday gel from Naturelle

Holiday gel is the latest addition to the Naturelle range of setting gels. Containing an ultra-violet screen to protect the hair from the sun and a silicone oil to counter the effects of salt water, the gel (195g tub, £0.99) comes packed in dozens with a showcard supplied for shelf or counter display. *Naturelle Ltd, Thornford Road, Headley, Newbury, Berks RG15 8AG.*

Beechnut babyfoods are now distributed by *Eliko Food Distributors Ltd, Unit D, Ashley Works, Ashley Road, London N17 9LJ.*

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television		C4 Channel 4

Alberto Balsam:	All areas
Alberto VOS styling mousse:	All areas
Arrid for Men:	Ln
Askit powders:	Sc
Braun shavers:	All areas
Braun Independent:	All except We,B,G
Cidal soap:	Bt,C4
Colgate pump dispenser:	All areas
Cussons Pearl:	All areas
Elastoplast:	All areas
Escapade bodyspray:	NE
Kleenex Velvet:	Lc,Y,NE
Lady Grecian 2000:	Ln,Sc,U,We,E,C4
Limara:	All areas
Linc Beer shampoo:	Ln,C4(Ln)
Nivea lotion:	All areas
Odoreators:	M,Lc,Y,NE,C4
Old Spice:	M,Sc,A
Optrex:	All areas, C4
Pond's creams:	Sc,So,A,B,G,Bt
Pond's cocoa butter:	Sc,WW,NE,A,B,G
Sensodyne toothbrushes:	All areas
Simple soap & skincare:	Bt
Sinutab:	Y,C4(Y)
Temana Colourfresh:	C4
Varta Energy 2000:	Ln,Y,So,U

THE WALKER DAVIS GROUP COLLECTION

Walker Davis Proudly Present their collection of cosmetics, toiletries and household products. Manufactured to Walker Davis' exacting standards.

GINA



- * A U.K. produced perfume reflecting the retail price
- * Growing in Popularity
- * Stylish White and Gold Presentation
- * Range includes Boxed Gift Set

FAMILY BATH RANGE



- * Hypo Allergenic — suitable for all skin types
- * Comprehensive range
- * Value for money
- * Competes with own label products

Cremlne



- * One of the leading branded Cleansing creams
- * A long established product of over 60 years
- * 300 ml. Tub exceptional value

CALIGULA



- * Strong Masculine Appeal
- * Distinctive packaging
- * Competitively priced
- * Ideal Mens Gift

OZONOL



- * Extensive household range
- * Economic
- * Have Stood The Test Of Time
- * Endorsed by Airlines and Government bodies

Available Direct or from Your Local Wholesaler

For Quality Products
Ring Walker Davis Ext: 253



Walker Davis & Company Limited

Spenslin House, Gunnersbury Avenue,
London W4 5QB.
Telephone: 01-995 1380
Telex: 934225 Spenslin

Ysatis from Givenchy

The latest perfume from Givenchy is Ysatis, to be launched in the UK on September 3. A blend of flower, wood and animal extracts, the fragrance is described as a "floral note with a touch of cypress and oriental interior."

The presentations available will be perfume (1/4oz £23, 1/2oz £38), perfume natural spray (1/4oz £25.30, refill £15.80), and eau de toilette (50ml £14.70, 100ml £24.50, 200ml £39.20, 50ml atomiser £17.50, 100ml atomiser £27.30). The natural spray will be launched in October.

The product will be supported by television advertising in the London, Gr-nada and STV regions with an introductory burst in September, followed by a six-week campaign in November and December during the run-up to Christmas. There will also be a £200,000 Press campaign in national magazines from September to December.

Point of sale material consists of a tester stand and counter display, two illuminated display stands and a clip-on shelf sign. Gift wrapping paper, ribbon and bags have also been produced. There are four parcel sizes for the trade, each containing a selection of samples, testers and dummies. *Parfums Givenchy Ltd, Riverdene Industrial Estate, Molesey Road, Hersham, Walton-on-Thames, Surrey KT12 4RG.*

More spots for 'First Lady'

Vestric's *First Lady* magazine and competition, being run in conjunction with *TV Times*, will receive a further boost over the next two weeks as commercials go out on 39 local radio stations (that is all but Capital, which is covered by *TV Times'* own advertising).

After a fortnight on newsagents' shelves, the magazine is understood to be going well — its "shelf-life" is expected to be around six weeks. Public reaction sampled informally suggests that it is being picked up because it "looks different" and

because of the 65p-worth of coupons it contains (*C&D* May 26, p1004), "We've got the vehicle rolling now, and are just giving it an extra push," a spokesman told *C&D* this week.

The new radio advertising comprises a dozen spots a week at prime time (breakfast and early evening). Further coverage for *First Lady* and the competition is expected shortly in *TV Times* itself. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

Disc prices cut by Kodak

Kodak are reducing the prices of their Disc cameras. The 3500 is now £16.94 (down from £23.94), the 4000 £25.40 (from £30.12) and the 6000 £33.90 (old price £37.45). Credit of £7, £4.72 and £3.55 respectively will be available on stock purchased over the last 12 months.

For Kodacolor film this Summer the company is supplying 50 beachballs with every order for 200 Kodacolor colour negative films to be given to consumers with every purchase of any two Kodacolor films.

For retailers the company is also running a "Spot the beachball" competition. Thirty winners will enjoy a long weekend in the winelands of the Rhine and 1,000 runners-up will each receive four bottles of German white wine. Closing date for the competition is August 14. *Kodak Ltd, PO Box 66, Kodak House, Hemel Hempstead, Herts.*

OTC launch from Ayerst

Auralgan ear drops (15ml, £1.39) and Dermoplast spray (90g, £2.97) have been launched by Ayerst's new OTC division. A 30-tablet pack of BC500 will also be marketed by the division.

Auralgan ear drops are indicated for relief of pain and inflammation of acute otitis externa and to facilitate ear wax removal. The colourless solution of dehydrated glycerol contains phenazone 54mg and benzocaine 14mg per ml.

The drops should be warmed slightly

and the ear cavity filled, repeating several times each day as necessary. They should not be used for prolonged periods without consulting a doctor.

Dermoplast spray is indicated for relief of pain in minor burns, cuts, wounds and abrasions. It may also be used to relieve pain and itching associated with conditions such as external haemorrhoids. But only with a doctor's consent.

The aerosol solution contains benzocaine 4.5 per cent, menthol 0.5 per cent, benzethonium chloride 0.1 per cent, 8-hydroxyquinoline benzoate 1.2 per cent and methyl hydroxybenzoate 2 per cent.

Adults and children over one year old should spray the affected area two or three times daily.

Dermoplast is to be advertised in national women's Press. A counter display unit is available holding information leaflets on first-aid. *Ayerst Laboratories Ltd, South Way, Andover, Hants SP10 5LT.*

Pharmacy only for Sloans

Sloans liniment has been transferred from General Sale List to Pharmacy only. The recommendation came from the Committee for the Review of Medicines, say *Warner-Lambert Health Care, Southampton Road, Eastleigh, Hants SO5 5RY.*

PRESCRIPTION SPECIALITIES

Synflex tabs for caps: Synflex tablets (100, £10.10 trade) are to replace Synflex capsules because recent clinical studies have suggested a higher patient preference for tablets over capsules, say *Syntex Pharmaceuticals Ltd, Syntex House, St Ives Road, Maidenhead, Berks SL6 1RD.*

Cordilox 160 blister packs: Cordilox 160 is now being packed in blister packs of 4 x 14 tablets. (£11.56 trade). The new pack will be introduced as existing supplies become exhausted. *Abbott Laboratories Ltd, Queenborough, Kent ME11 5EL.*

Securon tablets are manufactured by *Knoll Ltd, The Brow, Burgess Hill, West Sussex* and not as stated in *C&D* last week.

Hair Problems!
PIL-FOOD
the 'stock' answer

The Swiss Biological Formula that feeds the hair from within, helps improve its general condition.
Good for nails too!

100 PIL-FOOD CAPSULES

RRP
£15.94

ORDER FROM
YOUR ETHICAL
SUPPLIER (GSL)

Put them on your shelf next to PHARMATON

Call to join local groups

Small shopkeepers who fail to join their local anti-theft groups lack social responsibility, according to Harry Shepherd, director of the Oxford Street Association.

Mr Shepherd — speaking to an Association for the Prevention of Theft in Shops conference — said the organisation was disappointed only the "big boys" had bothered to join.

"The independent really should be coming in on these groups" he said. "After all, they lose more than the multiples on a pro-rata basis." All too often the small retailer seemed to hope he'd benefit from the efforts of others.

"The retailer could just sit back and compensate for 'shrinkage' through higher prices, but the public already pays 2 per cent more than it needs to because of theft. Thieves don't really steal from shops, they steal from the community", he said.

He also pointed out that shopkeepers can't be expected to play amateur psychiatrist in separating the genuine shoplifter from the depressed or confused. "We get the sad, the mad and the bad" he said.

The courts came in for criticism for not punishing shoplifters sufficiently. "No doubt the new top fine of £2,000 will be levied as often — or rather as seldom — as the old maximum" said Mr Shepherd.

Different magistrates considering the same test cases had given judgements ranging from complete discharge to six months without the option.

John Hurrell of Marks & Spencer suggested retailers who catch thieves working together in their shops encourage the police to prosecute for conspiracy to steal — a charge carrying no fixed penalty — rather than simply for theft. M&S are currently experimenting with a "persona non grata" policy. Those with two or more convictions for stealing from the company are issued with trespass notices. If they steal from the company again, a charge of burglary can apply, carrying a maximum sentence of 14 years rather than the 10 which apply for theft.

Sally Greengross, deputy director of Age Concern, reminded the conference that one in five people suffer irreversible brain damage in old age.

"It's sometimes better not to prosecute than to wrongly accuse someone who's 'rail'" she said.

Chemist & Druggist 16 June 1984

Psychiatrist Dr Gerald Silverman runs a counselling service for disturbed persistent shoplifters. He told delegates "his ladies" were not motivated by commercial gain.

Some had never stolen without being caught, some deliberately let themselves be caught. In at least one case, the shoplifter would return the goods to her parole officer, who in turn took them back to the shop.

"I have every sympathy with you regarding these people, they are crackers, they are a damn nuisance" he said. "But are they really the thieves requiring

prosecution? I think not."

Colin Stanbridge of Barclaycard told the conference that there had been 340,000 Visa cards reported lost last year — equivalent to 39 an hour. Retailers recovered 9,000 of these cards, earning £400,000 in rewards from Barclaycard. Perfumery is the fraudster's favourite purchase, being valuable and easy to sell.

Barclaycard have no plans to introduce photographs on cheque and credit cards. Test shopping in the states had shown that these cards were never challenged — even when bearing pictures of gorillas.



DERMIDEX
YOU CANNOT
RECOMMEND
A MORE
EFFECTIVE
DERMATOLOGICAL
CREAM

In three short years, Dermidex has established itself as a firm favourite for pharmacy recommendation. Its broad spectrum application against a wide variety of skin indications will be featured in the heavyweight Dermidex Advertising Campaign being run across the summer — the peak months for many skin problems.

Make sure you have enough Dermidex to meet the demand.



**Another Guaranteed Product
from International Laboratories**

International Laboratories Ltd., Charwell House, Wilsom Road, Alton, Hampshire GU34 2JT.

Extracting the essence

The company was founded in 1846 on the present site in the town centre — the entrance to the works is a 14th century gatehouse, a reproduction of this is used as the company's trade mark. The entrance gave no idea of the premises beyond, as from this narrow gateway buildings spread out over a large area.

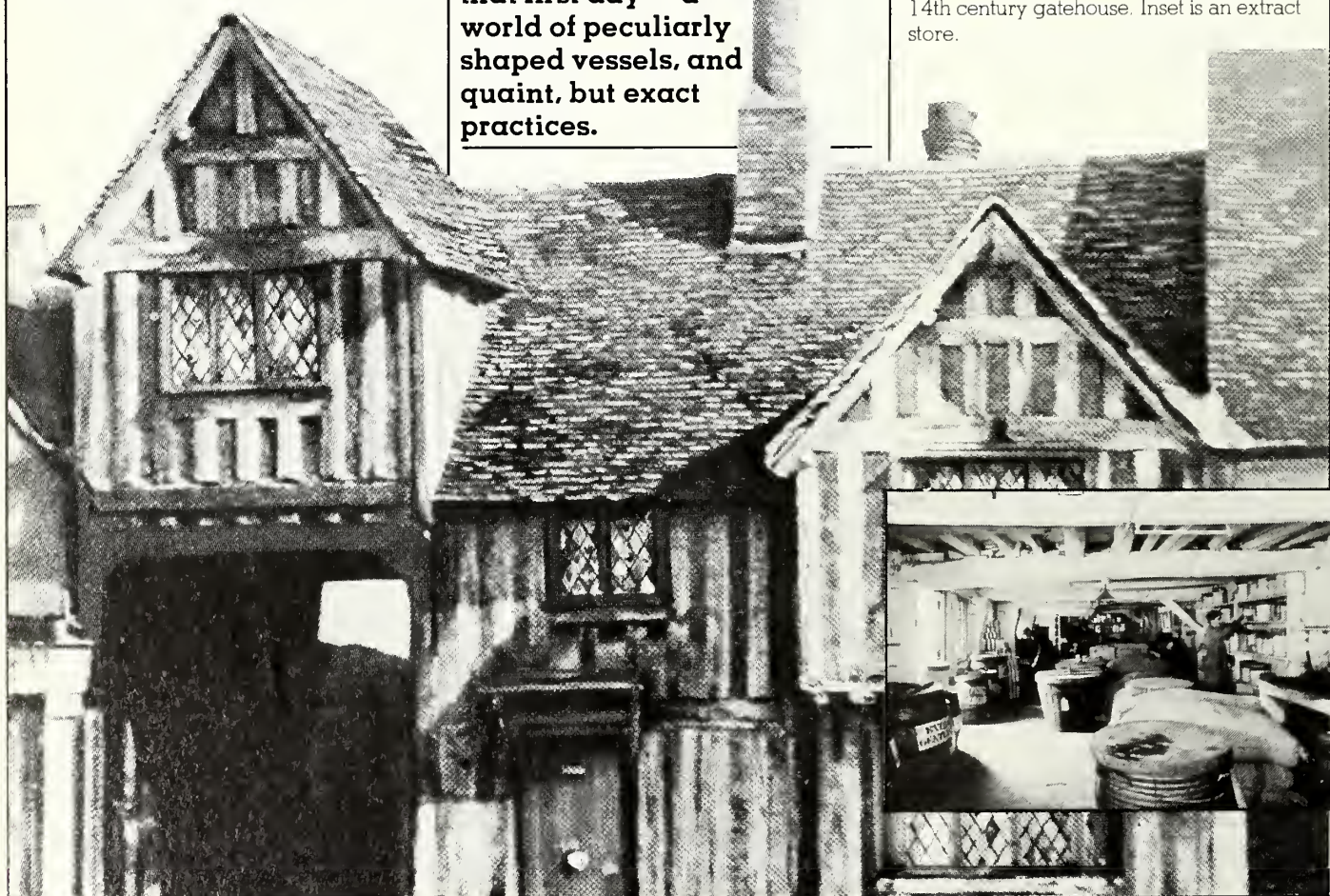
The buildings themselves were many, varied and of all ages, the oldest being part of a 15th century maltings. This consisted of two floors, the ground floor having a very fine ceiling of oak beams, the centre beam being 18 inches square. This floor was used as a store for extracts in 1938. Later it was converted into a bottling room, later still into a fine suite of offices. It had one serious drawback — if you were tall, your head and the beam made contact! There was a large timber-framed barn used for storing bottles and drugs, this was altered to make an export packing room later. Adjoining this was a small building which had once been a coachman's cottage — it was amazing to think that this had been home for a family, it was so small.

In September 1938 pharmacist Frederick Marshall Tookey joined galenical manufacturers William Ransom & Son of Hitchin, as assistant warehouse manager. Mr Tookey had no idea that he would spend the next forty-five years of his working life there. His boss was a pharmacist of the old school who always wore a winged collar and insisted everything was done correctly. Mr Tookey gives us a glimpse of what he would have seen on that first day — a world of peculiarly shaped vessels, and quaint, but exact practices.

The remaining buildings were more recent: the tincture room was a very modern building, just ten years old. Here were mixing vessels of 100 gallons down to 10 gallons, either of tin-lined copper or stainless steel; also stone jars of varying capacity, some of which had been in use for many years. The River Hiz ran through the site and this was a source of cooling water for condensers.

The warehouse itself consisted of a large room with a glass roof. Here orders were assembled and round it were various rooms for storage. One for strong infusions and concentrated tinctures in alphabetical order by Latin name starting with infusion of orange (*aurant*) through gentian, quassia, rhubarb, and senna down to valerian and similarly with concentrated tinctures from aloes, hydrastis, and myrrh to ginger (*zingiberis*). A locked room contained poisons, down the centre of which were 100 gallon drums of camphorated opium tincture, nux vomica tincture and extract,

William Ransom's trademark is the work's 14th century gatehouse. Inset is an extract store.





Note the distinct lack of automation in the bottle packing room.

liquid extract of ergot BP 1914, belladonna and hyoscyamus tinctures. Around the walls were basket bottles of preparations in less demand, lobelia aether, aconite, stramonium and strophanthus tinctures to mention a few, while on wall shelves were smaller bottles of all sizes holding preparations with lower sales, for example, colchicum wine, antimonial wine, tincture of ergot BP 1885 and tincture of conium BP 1898.

The cellars were for liquid extracts, some in casks but the majority in basket bottles, again in alphabetical order, for example, adonis vernalis, aletridis, calumba, cocillana, damiana, hydrastis, thyme and so on down to zanthoxylum. Around the walls, in the packing area were wooden casks of liquorice and cascara liquid extracts, with drums of tinctures of gentian, ginger, ipecacuanha and rhubarb. All stock bottles were labelled with the tare to enable the stock to be determined at any time and large drums were measured with a graduated dip stick.

Bottles occupied various other buildings. Every size of bottle from 1fl oz to 160fl oz were stocked — plain, poison and stoppered, in green, white or amber glass. Then there were stone bottles, one half to three gallons, basket bottles, five and six gallons, along with drums and carboys. In addition, there were tins for powders, glass jars 1oz to 40oz and stone jars, 16oz to 3 gallons for extracts. Liquids were sold by weight, so the major sizes in bottles were

18fl oz and 20fl oz for 1lb; 36-40fl oz for 2lb, and 90fl oz for 5-5½lb.

Stocktaking took place at the end of the year and it was a thankless task counting bottles and jars in cold unheated buildings. The cellars were particularly cold and it was a long slow process weighing every bottle. The stocktaker took a small oil stove with him — not the safest method of heating among all the inflammable liquids but happily no accident ever happened.

The crude drugs required a large amount of storage space as they came in all shapes and sizes from huge bales to small cases — Buchu leaves from South Africa, and hops from Kent were in large bales, aloes from the Cape and Curacao used to come packed in monkey skins, benzoin from Sumatra in boxes, cascara bark from America, squills from Italy, scammony root from Mexico, rhubarb from China, podophyllum root from India and America, with a hundred and one others.

Missing man under pan

The extraction plant was situated centrally, with stills capable of holding up to five tons, down to small ones holding a few pounds, and digesters and vats along with steam pans in stainless steel and copper. Extracts for granules and powders were dried in vacuum ovens. Liquids were evaporated in pans and stirred with long wooden spoons by the men. One man was just tall enough to see over the pan rim as he walked round and round the pan pushing his spoon. One day he was missing — a search revealed him asleep under his pan! Steam was provided for the whole works by two large coal-fired boilers.

That was the setting in 1938. The last forty-five years have seen many, many changes — buildings have been added, rebuilt and their usage altered to accommodate changing trends and demands. These have culminated in the construction of a new building for manu-

facture and packing with a new warehouse. This is air-conditioned and has every modern facility for manufacturing and bottling to meet the needs of the 1980s.

When I started at Ransoms the workforce numbered about fifty, including ten women. Many of the men had worked there for many years, one for over fifty years and several with twenty to thirty years service. The working day commenced at 8am with the sounding of the work's hooter and carried on until 6pm, with a break from 12.30 to 1.30pm. A five-day week was worked, there being no Saturday working, a most unusual occurrence at that time, but very acceptable. The average wage was about £2.60-£3 per week for the men and £2 for the girls.

The warehouse took charge of all goods when manufacture was complete, being responsible for storage, packing and despatch. Storage has already been mentioned. My curiosity was aroused by two casks fitted with lockable taps, they contained dandelion juice which has a 48 per cent proof spirit content and had in past years been enjoyed as a favourite drink by certain employees.

Orders were passed through from the office where there was a staff of six ladies. Each morning stock was checked against orders and, if there was insufficient to meet an order, a request was passed to the manufacturing department. If in stock, the order was executed. Worksheets were made out for the staff on which they filled in net weights, gross weights, tares where applicable, price of containers and any other details required.

Bottles were drawn from stock and taken to the bottle wash, presided over by a lady of no uncertain temper, and washed by hand. Three girls did most of the liquid bottling by hand, there were no filling machines. The liquids were drawn from stock in cans, brought to the benches and poured into the previously tared bottles, or for small bottles into a tared container which

For
your Diary

THE RETAIL CHEMISTS EXHIBITION

CHEMEX'84

Now at

National Hall OLYMPIA London W14 16-18 September 1984

Space Details from:

FOR PROFESSIONAL AND TRADE BUYERS ONLY

TRADES EXHIBITIONS LTD, Exhibition House, Spring Street, London W2 3RB. Tel: 01-262 2886. Telex: 25271 (Kenwod) G. Traffairs

COMPANY HISTORY

was emptied into the bottle. Bottles were corked, the corks driven in with a wooden bat called a "flogger". The corks were left long for home orders but cut flush with the neck for export. The neck was finished off with a metal foil seal clamped tight by a small machine.

Labels were applied by hand, damped with a label damper, the titles were in Latin, either the full title or the official abbreviation. A net weight label was attached on the bottom of the bottle, with a price ticket at the back for the home trade. For the latter, bottles were charged and credited on return, 90fl oz bottles were 1 shilling (5p); 40fl oz, 7d (3p), and 20fl oz, 5d (2½p). Stoppered bottles were dearer — 1/3d (6p), 1 shilling (5p) and 10d (4p). Last summer I saw a 90fl oz stoppered blue winchester in an antique shop priced at £5! Export bottles were wrapped in wax paper to protect the labels.

Orders for extracts, powders and bulk liquids were assembled by the men of whom there were five. Bulk liquids were despatched in drums if suitable, otherwise in basket bottles or glass carboys protected by straw. Basket bottles were usually five or six gallon stoneware bottles encased in wicker. They could be used for any product but had two disadvantages — they were extremely heavy, adding to transport costs and the wicker work deteriorated and was expensive to renew. Furthermore, there were very few craftsmen who could wicker a bottle. Carboys tended to break for no obvious reason and the contents were lost in seconds.

Extracts were packed in tins or stone jars, taken from the stock container by hand. The man rubbed glycerin on his hands, then pulled out a piece stretching it and rolling it in his hands before placing it in the container. Extracts that were mobile were handled with a pair of palette knives. Powders were despatched in tins or kegs and for the hazardous ones, for example, podophyllin, scammony and jalap resins, powdered ipecacuanha and aloin, respirators were worn when filling.

Various plasters, belladonna, resin and lead being the most popular, were despatched in rolls, usually of 8oz. The plaster was weighed out from the mass, rolled on a marble slab with a wooden device which gave rolls of equal length, these were then wrapped and labelled.

When a home order was completed, the warehouse office made out a packing slip and the necessary address labels, all hand written. These went with the goods to the packer. He packed the goods with straw in wicker hampers (made by a local basket maker) the lids being tied down with string. All goods were despatched either by London and North Eastern Railway, Pickfords or Carter Paterson: the railway and



Double, double toil and trouble; fire burn and cauldron bubble. A manufacturing room.

Carter Paterson collected their goods with horse drawn vehicles.

The price of containers is interesting: 6 gallon basket bottle, 24 shillings (£1.20); 10 gallon drum, 9 shillings (45p); 10 gallon carboy, 15 shillings (75p). Stone bottle prices were: 1 gallon, 2/6d (12½p); 3 gallon, 7/6d, (37½p); 3 gallon stone jar, 7 shillings (35p), and a hamper for twelve winchester quarts, 9 shillings (45p).

Export orders were of two kinds, non-alcoholic and alcoholic — the former, powders and extracts, were packed in wooden cases lined with waterproof paper in the normal way. However, if the product contained alcohol, eg tinctures and liquids extracts, there was an excise duty involved and this was recoverable on exportation. To obtain this rebate of duty the goods had to be packed under Customs and Excise supervision.

A form was made out stating the items to be packed, with the shipping marks, the volume of each bottle in 1,000th of a gallon and the proof spirit strength. Alcoholic content was measured in terms of proof spirit, this was recorded for every item containing alcohol manufactured.

Officers of Customs and Excise were regarded with some awe. They had their own office in the works overlooking the packing floor. A man was appointed to take the samples and measurements the Customs required, even to despatch the samples. relations with the permanent officers were usually very good. So if difficulties arose they were with relief officers who had different ways of working.

Shipping marks

The Customs' form was sent to the officer on the day before packaging was required. In the meantime the cases would be laid out on the packing room floor and marked with the necessary shipping marks, using stencils, also any coloured bands or special identity marks. The cases would then be filled, ready for inspection.

On arrival, the officer would check the shipping marks and the contents of every case against his form. A certain number of bottles would be removed for sampling and

measurement. He had his own set of measures graduated in 1,000th of a gallon, 125/1,000, 250/1,000 and 500/1,000. Bottles would be measured and samples taken from some. The samples were sealed and sent to the Government chemist for analysis.

When this was completed the cases were nailed down, a thin wire placed round the case and the ends joined and sealed by the officer. These seals were checked at the docks to see that the cases had not been tampered with.

Export cases were shipped mainly through the Port of London, to every country in the world — some items returning to the country of their raw material origin.

The company had a large farm a few miles outside the town on which were grown many medicinal plants. The soil in this area being particularly suitable for their cultivation. Belladonna was the main crop up to seventy-five acres being harvested, while henbane was gathered from half that acreage.

Seeds were sown in March or April, the plants producing a small crop of leaves in the first year, this was the first biennial leaf. In the second year these produced fine flowering plants yielding two crops, one of flowering tops cut during May and the other of leaves in September. The roots were dug in the Autumn because if left to grow on, the alkaloidal content decreased.

At harvest time the Belladonna was brought into the works for drying or making extracts of belladonna. The drying was carried out on wire trays in long tunnels of warm air, the temperature being carefully controlled. The process went on throughout the whole twenty-four hours. When dry, samples were taken for assay and the leaves stored.

The belladonna not dried was converted into green extract of belladonna BP 1898 for which there was a large demand. The fresh leaves and flowering tops were first crushed in an edge runner mill. This consisted of two massive circular granite stones, five feet in diameter and twelve inches wide, running on a granite base. An impressive piece of machinery.

The crushed leaves were transferred to a hydraulic press which released the juice, this was transferred to a steam pan heated to 130°F, when the green colouring matter was separated by a calico filter. The strained liquid was heated to 200°F, filtered and evaporated to a thin syrup, when the green colouring matter was added. The whole was then reduced to a soft extract at a temperature not exceeding 140°F. When cold the extract was stored in wooden tubs of about 10cwt capacity. If the extract was for export to tropical countries, the moisture content was lower to give a stiffer product.

Three other important crops were cultivated — lavender, peppermint and chamomile — all to produce essential oils. The district was noted for its lavender fields which were a wonderful sight in Summer. All three crops were cut on sunny days, if possible, as this increased the yield of oil. When cut they were brought into the works for steam distillation. The resulting lavender and peppermint oils were cleaned, bottled and allowed to mature before being sold. Chamomile oil is a beautiful blue when freshly distilled but turns yellow with age.

Other crops grown were English

rhubarb, wild lettuce and squirting cucumber for producing extracts.

A further source of raw material was the local countryside. This provided poppy petals, elder flowers, buckthorn berries, rosehips, hawthorn berries, horsechestnuts and dandelion roots.

Red poppies were very prolific as crop spraying was not practised so widely as today. Women and children were the main collectors, preferring to collect early in the morning when the dew was on the petals or after a shower of rain as the moisture increased the weight. The petals had to be stripped from the flower head, it takes many petals to produce a pound weight. The price paid was 6d (2½p) per pound.

Tricks of the trade

Every possible trick was tried to increase the weight — sticks, stones, even soaking in water — but the man who received them knew all of this and very few succeeded.

The petals were converted into syrup of red poppy, a popular ingredient for children's cough mixtures.

Elder flowers were collected in large

quantities. They were much easier to gather than poppies and were used for triple elder flower water.

The Autumn produced buckthorn berries collected from the hedgerows and used to make syrup of buckthorn. Hips from the wild rose were purchased, these had to be split in two and the seeds removed before they were brought in. This was no easy task as the seeds could collect between the fingers causing irritation and soreness. The hips were used to make the confection. Hawthorn berries and horsechestnuts were also bought and used for making their extracts. A late Autumn collection was dandelion roots, collectors used a spade with a very narrow blade to dig them. Gypsies were great collectors. The roots were washed and dried, the best sorted and sent to the makers of dandelion coffee, the remainder turned into extract.

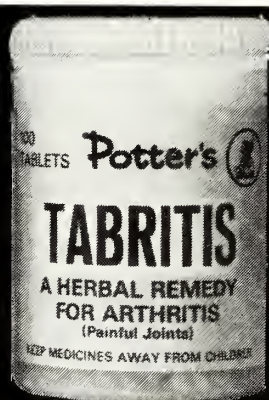
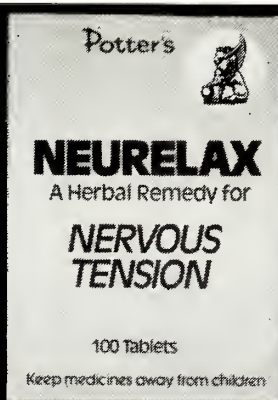
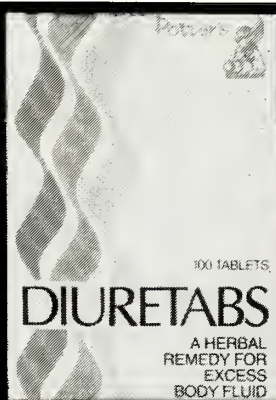
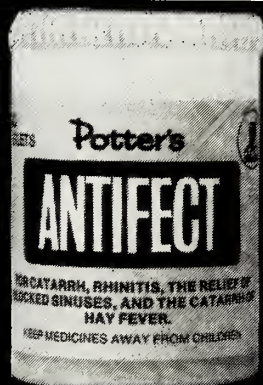
The past forty-five years have seen many changes, some preparations have gone for ever others remain firmly entrenched, packaging and packaging methods have changed, but one thing has not — there is the same characteristic odour when many drugs are stored together.

CATARRH & BRONCHITIS

URINARY COMPLAINTS

NERVOUS TENSION

ARTHRITIS



Major herbal remedies from Europe's biggest herbal medicine producer

Potter's



Potter's (Herbal Supplies) Limited, Leyland Mill Lane, Wigan, Lancashire, England.

Approval sought for fee increase to £72

The Pharmaceutical Society is to seek the approval of the Privy Council for an increase in the statutory fees from January 1, 1985 it was decided at this month's Council meeting.

The full personal retention fee and the premises retention fee will rise by about 4½ per cent. Most other fees will also rise, but the fee for those aged 70 and over will remain unchanged. The new full fee for members will be £72, an increase of £3, and the premises retention fee will be £45, an increase of £2.

Rational location meeting. A further meeting of representatives of pharmaceutical organisations is to be held to discuss the rational location of pharmaceutical services. The meeting will consider a revision of the draft document in the light of views of other organisations

which have now been submitted.

"Video nasties" The Society is to write to a community pharmacist strongly objecting to the display in his pharmacy of "lurid" posters promoting "video nasties" and "blue movies."

It was reported to the Ethics Committee that the pharmacy had recently been refitted and now included an area taken over by a video lending library. Around the walls, and in particular on the wall of the dispensary, had been a number of such posters.

The Committee agreed that no objection should be taken to the sale of video tapes *per se*, but it was accepted that the display of lurid posters depicting horror movies or blue films was professionally undesirable and brought the professional into disrepute. Attention was drawn to the

potential effect upon young children and those of a sensitive nature who might call into the pharmacy, bearing in mind the proximity of the posters to the dispensary. While it was accepted that what was "nasty" or "blue" was a subjective judgment, it was felt that many people would have been affronted at the promotional posters displayed in the pharmacy.

On the Committee's recommendation, the Council agreed that a suitable letter should be sent to the pharmacist.

Labelling of non-active ingredients. The Society is to write again to the Department of Health making representations for the disclosure of non-active ingredients in medicines.

The Practice Committee was reminded that on January 27, 1983, a letter had been sent to the Department seeking a requirement for the declaration of sugar content when sugar consisted of more than 10 per cent of the final volume of a liquid medicine. On December 6, 1983, a further letter asked that disclosure of all ingredients should be made with any medicinal product, either on the label or as a package



I actually get away from the office at weekends since I contacted CPS

"In business, having good contacts is half the battle.

Not just good sales leads. I mean good suppliers, too.

Take CPS, my contract packer. We'll discuss the job I have in mind, agree on a price, and if I

put the work their way all the problems are off my shoulders.

They just seem to roll their sleeves up and get on with it.

Using CPS frees me to tackle the other ninety seven panics going on with some chance of

efficient decision making.

You know, CPS are probably the most professional, punctual, hardworking supplier I deal with.

But they only seem to cross my mind when I'm enjoying a little free time at weekends."

Contract Pharmaceutical Services are specialists in blister and strip packing of tablets and capsules, tablet and capsule counting, powder packing, liquid filling, product formulation and manufacture: all undertaken on premises licenced by The Department of Health and Social Security. For further information call Burton-on-Trent (0283) 221616.

Contract Pharmaceutical Services Limited, Swains Park Industrial Estate, Park Road, Overseal, Burton-on-Trent, Staffs.



**CONTRACT
PHARMACEUTICAL
SERVICES
LIMITED**

insert and, when appropriate, on the data sheet, because of possible reaction to ingredients such as colourings and preservatives.

After several reminders, the Department had now acknowledged that certain non-active ingredients could have adverse effects but noted that the Association of the British Pharmaceutical Industry was strongly opposed to the publication of information which it regarded as commercially important. The licensing authority could require particulars to be included on individual product labels where the need arose.

The Practice Committee considered the Department's reply inadequate, and noted that the *Drug and Therapeutics Bulletin*, June 4, had called for the disclosure of ingredients that could give rise to reactions in sensitive patients. The Committee therefore recommended, and the Council agreed, that a suitable reply should be sent to the Department making use of that article.

The Committee felt that the ABPI should be urged to co-operate in what was considered to be a matter of public interest. It was agreed that the director of the department of pharmaceutical sciences (Dr W.G. Thomas) should write to the ABPI scientific committee recommending professional co-operation in the public interest.

Private hospitals. The Society is to write to the National Association of Health Authorities expressing concern that guidance to be issued shortly by the NAHA will not entirely reflect the Society's advice regarding the size and type of private hospital that would require a pharmaceutical department. The Society will repeat its view that a hospital of less than 40 beds but with an operating theatre should have a pharmacy.

Meeting on medicines costs. The treasurer Mr J.P. Kerr, Mr J.E. Balmford and appropriate members of staff are to represent the Society at a meeting with Department of Health officials to discuss measures that might reduce the cost of medicines to the NHS.

Pharmacists supplying oxygen. A letter is to be sent to the Minister for Health pointing out the benefits of involving pharmacists in the supply of oxygen concentrators. The letter will emphasise the patient benefit and the professional commitment of pharmacists. The Society's public relations department will also seek to attract favourable publicity for any proposals which would involve the profession in the continued supply of oxygen whether by concentrators or cylinders.

Donation to CPP. The Society is to make a

contribution of £2,100 to the College of Pharmacy Practice for 1984. A contribution of £2,000 was made in 1983.

"Ag and vet" diploma. Changes are to be made to the regulations for the Society's diploma in agricultural and veterinary pharmacy to widen the methods by which practical experience may be obtained. The charge for the 1985 diploma course is to be £425, £55 less than this year, following an appeal to the group membership for sponsorship.

Medicines to hospital staff. A letter is to be sent to the Department of Health chief pharmacist (Dr B.A. Wills) asking for new guidelines on the supply of medicines to hospital staff. Different hospitals carry out a variety of practices all based on the same Departmental guidance and the Hospital Pharmacists Group Committee believe that existing guidance should be replaced by a comparatively simple statement. Council agreed that a letter should be sent to Dr Wills asking for broad and succinct guidelines.

Cytotoxic drug labelling. Council has turned down a suggestion that a warning symbol should be designed for use on the labels of cytotoxic drugs which might present a handling hazard for staff. It was decided that it would be preferable to use the word "cytotoxic" on labels rather than a specially designed symbol, which was not likely to be universally understood.

Student-staff ratios. The Society's views on student-staff ratios in schools of pharmacy are to be conveyed to all polytechnics and universities with pharmacy courses. The University Grants Committee and the National Advisory Body for Local Authority Higher Education have not yet responded to the Council's letter on the matter.

Labelling guide. The Society's Guide to Cautionary and Advisory Labels is to be included in the British National Formulary (No 9), which is to be published in March, 1985, the Practice Committee was informed.

RoSPA speaker. The Royal Society for the Prevention of Accidents has asked the Society for a speaker to address the RoSPA annual conference on the subject of the Society's Guide to Cautionary and Advisory Labels. Mr Balmford, chairman of the working party which produced the guide, has been proposed.

Research awards. The Society is to increase the number of research awards it offers to 14 in 1984. Formerly there were 15 awards each year — six financed totally by the Society and nine financed partially or totally from trusts. Because of financial stringency, and a decision to pay the tuition fees for each graduate in full, the number of awards had been reduced to nine. More

recently, the number had been steadily increased and 13 had been awarded in 1983.

Honorary members. Council confirmed the election of Professor Sir Eric Scowen and Professor Takeru Higuchi as honorary fellows of the Society, and John Ronald Sharp and Geoffrey Norman Vaughan as honorary members.

Statutory Committee member. Mr George B. Kirkwood, of Dunfermline, Fife, has been appointed as a member of the Statutory Committee for five years. He succeeds Mr Charles Drummond, who retired after 25 years service. (Mr Kirkwood's appointment replaces that of Mr D.A. Gerrard, who was appointed in April but was unable to take up the appointment because of ill-health).

Computer group. Mr D.W.M. Davidson has been appointed in place of Mr A.J. Smith to represent the Society on the Primary Health Care Computer Group.

Council dinner guests. Among the guests at dinner on June 5 were: Sir Cecil Clothier (Parliamentary Commissioner for Administration and Health Service Commissioner for England, Wales and Scotland); Sir Frank Hartley (chairman, Council of Science and Technology Institutes health care scientific advisory committee); Mr R.A. Wing (president, ABPI); Mr A.D.W. Massam (secretary, ABPI); Mr Colin Hetherington (president, European Association of Hospital Pharmacists); Dr R.E. Irvine (president, British Geriatric Society); Professor P.H. Elworthy (former head of department of pharmacy, Manchester University); Mr Bernard Taylor (managing director, Glaxo Pharmaceuticals Ltd); Mr Gordon Oakes, MP (a parliamentary adviser to the Pharmaceutical Society); and Mr James Wilkinson (science and education correspondent, BBC Television).

PSGB secretary to retire next October

Mr Desmond F. Lewis, the Pharmaceutical Society's secretary and registrar, is to retire in October 1985.

He has held that office since June 1967 after being assistant secretary for the previous six years. He qualified as a pharmacist in 1945 and worked for Glaxo Laboratories before joining the Society in 1951. He was called to the Bar in 1958.

The post he vacates will be advertised this September. The Society's bye-laws require a pharmacist to be appointed.

Tepid market faces imports

The coming season for selling hot water bottles could well prove to be the most interesting for some time. At the same time as a revised British Standard for bottles is being introduced promoting higher quality, the numbers of cheaper imports, many manufactured to lower standards and sold in at lower prices, threaten the home-based manufacturer. This should lead to increasing polarisation of the 6-6.5 million unit UK market between quality and quantity and test the "bottle" of those in this very traditional market.

The UK market for hot water bottles is largest in Europe, according to the Haffenden Moulding company, who also claim to be Europe's largest hot water bottle manufacturer. Annual UK sales vary by only half a million units each year in a stolid, static market, with a base seemingly fixed at 6 million and worth some £15 million last year.

No one foresees any startling growth ahead. Cannon and Cow both say the market is shrinking in volume terms. Independent Chemists Marketing Ltd, who distribute the Nuwarm range, say the market is now worth £16m while Haffenden estimate UK sales for the 1984-85 season at between £14 and £16m (last year they said the market was worth over £15m).

UK manufactured bottles now take

around half of the home market, according to Haffenden, while imports take up the remaining 3 million units. They say the main sources of imports — most of which are not manufactured to British Standards — are: Russia, 637,000; Singapore, 631,000; Czechoslovakia, 484,000; India, 250,000; China, 212,000; Spain, 168,000, and South Africa, 25,000.

Import pressure

Imported bottles are priced competitively, as a rule, and put the home-produced bottle under pressure. Not only are labour costs lower overseas, so are raw material costs, both leading to lower production costs. Also raw material costs have risen alarmingly in the past 14 months

Haffenden say: the price of rubber is 50 per cent up.

So manufacturers and distributors of British made bottles are under pressure to keep prices down. Haffenden say that although direct costs have gone up 15-20 per cent this season, they expect their retail prices to go up by around 10 per cent. Sales manager Glyn Williams says the company will never get into a "Dutch auction" on prices.

Cannon marketing manager Stephen Wooler says: "We at Cannon are concerned for the long-term prospects for quality hot water bottles. What amounts to dumping by Eastern European countries in the UK market has seriously jeopardised the sales potential for quality bottles which are subject to rising material and labour costs the same as anything else..." Mr Wooler says the price of bottles that meet the new British Standard will have to rise.

Rand Rocket market a range of German-manufactured thermoplastic bottles as well as a range of rubber bottles. This season they are selling their economy range of non-British Standard bottles at "1979 prices" and their new BS1970: 1984 range of "1980 prices."

Haffenden say thermoplastics have made very little inroad into the market. "Last season we did not come across volume with major customers," says Glyn Williams. Rand Rocket say "never-perish" thermoplastic bottles have proved their staying power, despite desperate opposition from rubber. They claim the quality and reliability of thermoplastic bottles was praised by "chemists and users alike." A new British Standard for these bottles is still under discussion.

Where are hot water bottles sold? Haffenden figures for the last three seasons continue to show a 45:35:20 split between the independent chemist, the "others" and Boots. The only real change in the market, they say, has been increased competition for the smaller, traditional hardware outlet from large food multiples and drug stores in the non-chemist sector. Although Glyn Williams is quick to point out that these outlets could prove a threat to chemists too. In many instances, they are moving up-market and now stock covered bottles — not just economy bottles as a commodity line. "Whereas in the past the food multiple has competed solely on price, in future he will stock a complete range."

But Mr Wooler spells out the threat: "People expect to pay a very traditional (low) price, and the grocery outlets and bargain bazaars provide that opportunity. In the near future, the price of a top quality bottle will have to rise to meet the forthcoming British Standard, possibly quite dramatically. Then the onus will be on us to get the message across that the cost per



Part of Rand Rocket's BS1970: 1984 range.



Sleeping partners from Haffenden, aimed at teenagers and young adults, will retail at £5.99.

night's usage is still a fraction of a penny."

ICML say effective merchandising is necessary for the independent chemist if he is to maintain his share: "Especially to meet demand when the season begins in September. The luxury covered bottles, if displayed in the gift section, can guarantee volume up to Christmas."

Stephen Wooller says the retail chemist remains a very important link in the distribution of branded, quality bottles manufactured to meet British Standard. "He will display a range that will give him an acceptable return and provide his customers with a choice of product that will do its job for a number of years."

Impulsive characters

Glynn Williams says sell-through depends on: value for money; reliability; wide choice, and ease of purchase. "A hot water bottle is very much an impulse purchase so it has to be well merchandised and displayed."

Character merchandising of bottles still has a place — Jackel have introduced new lines this year along with Haffenden. But apart from the thermoplastics the old

BS 1970:1984

The revised standard giving the specifications for rubber hot water bottles was published this month as this feature was going to press.

It embraces bottles made by moulding and dipping techniques and specifies physical properties, performances and labelling of bottles fitted with screw stoppers, and other types of closure, together with methods of test. It includes safety warnings for packaging. Each bottle has to be permanently marked with "BS 1970:1984" and, additionally, with the name or the trade mark of the manufacturer or supplier and the month and year of manufacture.

The new standard supercedes BS1970:1961 which is now withdrawn. The main differences are set out in the introduction to BS1970:1984:

- The description "moulded" has been deleted from the title and scope so that other manufacturing techniques, such as rubber latex dipping, are not precluded.
- The requirement for the minimum

thickness of rubber has have been increased (up to 1,800cc, 1.4mm, and over 1,800cc, 1.5mm), and a method for detecting the thickness introduced.

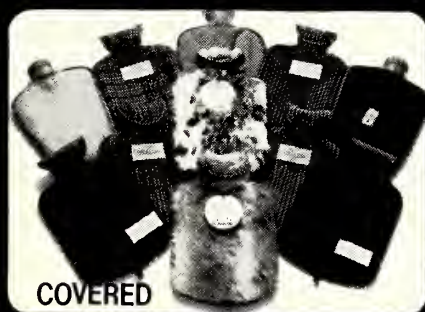
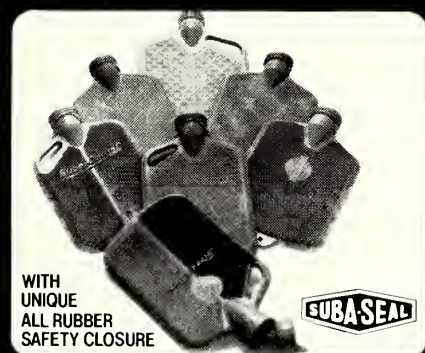
c) Two tests have been introduced to assess the performance of the closure and the main properties for the components are now specified.

d) The requirements for instructions which are to accompany hot water bottles have been extended.

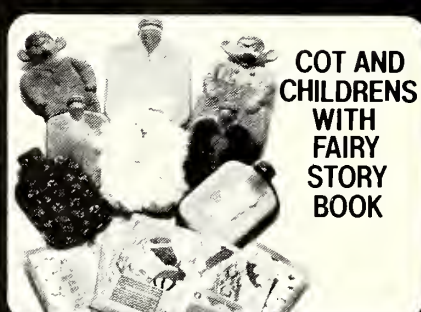
e) A warning concerning the danger to children from flexible film bags must now be marked on such packaging.

The British Standards Institute is offering certification for this standard. C&D understands bottles manufactured before May 31 and marked with the standard number, BS1970:1961 or BS1970, can be sold through the trade without pointing out to wholesaler, retailer or consumer that they do not comply with the standard, BS1970:1984. Any bottle manufactured after that date, cannot be marked with BS1970 because it would falsely imply that it conformed with the new standard. Such a sale would contravene the Trade Descriptions Act.

BRITISH MADE HOT WATER BOTTLES



Made to B.S. 1970: 1984



SELF-SELECTION POINT-OF-SALE STAND available on free loan with qualifying order. Strong metal stand, easy to fit together, takes up very little space.

WILLIAM FREEMAN & CO, LTD, STAINCROSS, BARNSELY, SOUTH YORKSHIRE.

Telephone: 0226 84081 Telex: 547186 24 hour-7 day order facility. Dial 0226 84085 and dictate your order.



HOT WATER BOTTLES

favourites with covers such as fur fabric, velour and cotton along with terry towelling, are the best sellers.

ICML claim to be brand leader volume by volume in their Northern and Scottish sales region. Haffenden have raised their sales target to 3.2 million (2.925 million last year) and expect increased sales to be at the expense of their competitors — as it was last year (up 0.452m) — and not because of market expansion.

Haffenden say more groups throughout all trades are switching to own label from stocking branded lines. Glynn Williams says the same brand loyalty found in other markets does not exist. "Brand loyalty is tied in with the safety aspect. "Around 75 per cent of Haffenden's production is own-label."

Lack of advertising?

If brand loyalty is unusual in the market, one of the reasons has been the lack of above-the-line advertising. Market leaders Haffenden do not indulge at all. Manufacturers of the established Suba-Seal range, William Freeman, will do some advertising of the range in women's journals in the Autumn. Cow Industrial are not advertising their Airflow range this year, nor are ICML (Nuwarm), Jackel (Mandelle) or Rand Rocket (Eskimo). And Cannon say they do not advertise bottles much.

Perhaps Stephen Wooller's reasons for Cannon's relative lack of activity echo the feelings of his competition. "Bottles are very much a demand line. In a shrinking, price conscious market, we believe it more advantageous to invest in attractive designs and packaging." Quite so. However, if the competition from cheap imports continues, perhaps some advertising direct to the consumer will be forced upon manufacturers if they are to get across the message of the quality and built-in benefits of any bottle manufactured to British Standards.



New from Jackel for the coming season are these three novelty bottles retailing at around £5

Jackel International

All Mandelle bottles meet the latest British Standard: the range comprises eight bottles with prices from £1.69 to £5.49.

New this year are two double-ribbed bottles, one with 2l capacity (£2.99) and a large 2.4l bottle (£3.49) with a handle. Also new are the floral covered bottle in washable cotton (£5.99) and a 2l fur fabric covered bottle (£5.49).

Three new fun bottles for children will retail for around £5 — Bugs Bunny, Sylvester with Tweety Pie and the Pink Panther. Jackel say they can double as toys, are coloured with non-toxic paints and are BSI approved. The Mr Men bottles continue this year and sell for £5 each. Marketing manager Mr E.M. White says sales of novelty bottles to the trade have trebled this season already. *Jackel International (UK) Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG.*

Rand Rocket

Rand Rocket have introduced a range of five bottles (£2.27 to £5.83) manufactured to the new British Standard BS 1970:1984. Each is in a carrier bag that can be hung for display.

The economy range is non-British standard (eight bottles types), £1.50 to £3.31 but is guaranteed and aimed at those who want a keenly priced bottle, they say.

Eskimo thermoplastic bottles from Rand

Rocket carry a two-year guarantee. There are three uncovered bottles and two covered bottles for adults as well as five bottles for children (three covered). The company says the colour clarity and variety of thermoplastic bottles is above and beyond the scope of rubber. Prices range from around £2.47 to £6.32.

Special discount packages and price deals are available through wholesalers, says the company, together with a free stand (on orders of 250-500 bottles). Many bottles will be at "substantially lower" prices than last season. *Rand Rocket, Sharps Way, Cambridge Road, Hitchin, Herts SG4 0SA.*

Cow

The strong range of Airflow bottles is unchanged from last season. Retail prices range from £1.99 to £7.76. All bottles will meet the new BS.

Distribution is via the wholesalers or direct by representatives. Carriage is paid on orders over 500 and special discounts are available on orders of 5,000 bottles or more. *Cow Industrial Polymers Ltd, Stretham Common, London.*

Haffenden

The British Warm range introduced last year achieved sales 12-15 per cent up on Mandelle sales of the previous year (Last year the Mandelle range was sold to Jackel). New to the range this year are the Tom and Jerry bottles (around £4.50). Last season the Pompadour bottle was available in just three colourways: now a number will be presented, all in small floral prints. Prices for the 15-strong range are from £2.25 to £8.25.

New for 1984-85 are sleeping partners and collections (£5.99 and £4.99): both are covered bottles in traditional nightdress or pyjama, soccer or sports shirt designs

airflow

**STILL ONE OF THE
FINEST HOT WATER
BOTTLE RANGES**

For over fifty years we have manufactured Half-Ribbed and Plain hot water bottles. Our covered hot water bottles include quilted, "SPECIAL FUR", "TEDDY" and "PANDA". All bottles meet BS 1970:1984.

For full details of the available ranges and Trade Prices, contact: —

AIRFLOW HOT WATER BOTTLES

Streatham Common, London SW16 3PZ. Tel: 01-764 4481 Telex: 25820

respectively. Haffenden say they are aimed at the gift and novelty market with teenagers or young adults the target group. All Haffenden Moulding bottles are manufactured to British Standard 1970/1984 and are distributed through specialist sundries wholesalers. A stand is available. *Haffenden Moulding Company Ltd, Sandwich, Kent.*

ICML

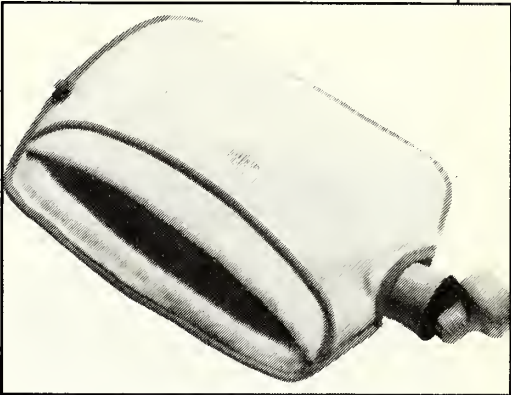
ICML's Nuwarm range is distributed through Numark wholesalers. The ten-bottle range is priced from £1.65 to £5.55. High quality, a two-year guarantee, speedy customer service and brand loyalty are said to be the range's hallmarks (all meet BS1970:1984).
The range is on promotion until July 19. Discounts are 7½ per cent on 40 economy bottles and 12½ per cent on 120 bottles across the range. Profit on-cost margins average 27 per cent on standard terms and 47 per cent on promotion. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.*

Cannon

The Cannon range currently comprises 12 different bottle styles with nine different price points. Some already comply with the new BS — all comply with the old. Starting at £2.99 retail for standard size single ribbed or plain bottles the range moves through from extra large double ribbed bottles at £3.99, Noah's Ark bottles for toddlers in four animal shapes at £3.49, to covered Baby safe bottles for children at £5.75 and quilted covered bottles with "nightie" pocket at £6.49. Special quantity discounts are available direct from *Cannon Babysafe Ltd, Lower Road, Glemsford, Suffolk.*

De Witt International.

De Witt distribute the Pirelli range of five bottles. The cheapest plain bottle sells for around £2.38 and the top-of-the-range tartan for £4.02. The bottles comply with the 1970:1961 standard and are now on bonus from *De Witt International Ltd, Seymour Road, London.*



The new Suba-Cosy foot muff (£3.45)

William Freeman

The latest addition to the Suba range of bottles is the Suba-Cosy foot muff. A large hospital size bottle is covered in an acrylic, polyester fibre woven textile material and has a large pocket to take both feet. It is intended for use either in bed or when chair-bound (£3.45).
There are 35 other bottles in the comprehensive Suba range. All comply with the new BS — prices from £1.85 to £14.95. Freeman sell their bottles direct with special quantity discounts and also through the wholesaler. A new stand is available this year. *William Freeman Ltd, Suba-Seal Works, Staincross, Barnsley.*



Will you be getting your fill of hot water bottle sales?

Will you be getting your fill of Hot Water Sales?
Don't be left out in the cold. Cater for every Hot Water Customer, young or old, from Rand Rocket's infinite variety.
With three complete ranges to choose from you can cover all tastes and price levels — from our low cost Economy Range to our British Standard 1970 — 1984 2-year guarantee models and superb Eskimo Thermoplastic bottle: — safe and imperishable even if filled with boiling water (also guaranteed for 2 years).
If they want covers, we've got covers. Fur covers, quilted covers, towelling covers, and childrens' favourites, like Paddington. Order now and you'll have it all nicely bottled up for the Autumn.



Rand Rocket

It's a nice warm feeling

Rand Rocket Ltd, Hitchin, Herts, England. Telephone 0462 58871 Telex 82482

Welcome for Charter proposals

The Board of the National Pharmaceutical Association has given a general welcome to the "Pharmacist's Charter" proposals of the Pharmaceutical Services Negotiating Committee (see p1140).

Some Board members felt that on-cost should be replaced by a professional fee coupled with an enhanced Basic Practice Allowance because on-cost mitigated against contractors with low prescription volumes. But the majority view of the NPA Board, at its May meeting, was that this disadvantage was outweighed by the hedge against inflation provided by on-cost.

The Directive on Mutual Recognition of Diplomas had been given preliminary consideration by an EEC Working Party in Brussels, the Board heard. The amendments proposed by Alan Tyrrell QC and Derek Prag in the Legal Affairs Committee and the European Parliament, give each member State the right not to recognise diplomas for the establishment of new pharmacies or the purchase of pharmacies less than two years old. They are supported by Germany, Ireland and the UK.

The NPA set great store in the "Prag amendments", having worked to win the support of the European Parliament. The Board was reassured by Will Kneale, EEC liaison secretary, that the Commission was convinced the text offered an acceptable compromise solution to the difficult problem of recognition of diplomas for those EEC countries which do not control the location of pharmacies.

The Board considered the new EEC Directive on consumer protection, which proposed that all non-food products must bear a selling price and a unit price, such as the price per kilo. Article 7 exempted proprietary medicines but no reference was made to non-proprietary medicines. It was also not clear whether the Directive would apply to packs of surgical dressings, sanitary towels and similar products.

The director, Mr Astill, had met Mr Douglas Herbison, European manager of the Retail Consortium. Mr Herbison had undertaken to convey to Brussels a number of points made by Mr Astill including the problems that would be faced by pharmacists in unit pricing cosmetics and perfumes (especially where they are sold in multiple packs or make-up sets) and the impossibility of unit pricing surgical dressings sold by length or area.

It was also emphasised that unit pricing in general could be most misleading in that it would take no account of parameters such as quality, fragrance or flavour.

Director Mr Tim Astill reported that although the new regulations on parallel imports had come into force the previous week, they had not been published and the office had not been able to obtain a copy of the text. He outlined the legal position as he saw it based on the statement that had been made by Mr Kenneth Clarke.

It was pointed out that the director's personal message on the front page of the *May Supplement* was a public statement that had the wholehearted support of the Board. The statement repeated its conviction that parallel importing was to the detriment of the profession as a whole wherein personal gain had been placed above professional standards.

Adverse publicity. The Board considered the *Daily Mail's* replies to the Board's two letters of complaint to the Press Council. The Editor of the *Daily Mail* had written to the Press Council to say: "It is unlikely that this matter can be dealt with in seven days as the new evidence is causing us to make new inquiries".

The "new evidence" was the Prescription Pricing Authority figures quoted in Mr Astill's letter for numbers of scripts of four withdrawn drugs dispensed in a month: Osmosin, 10; Zomax, 4; Flosint, 3; and Zelmid, nil. The *Daily Mail* purported to have "research statistics" indicating that large quantities of the four preparations were being dispensed by pharmacists on a monthly basis: Osmosin, up to 1,000; Zomax, 500 to 1,500 in December and January; Flosint, more than 800, and Zelmid, up to 1,000.

PSGB Diploma in Agriculture and Veterinary Pharmacy. The Board agreed to continue its £500 contribution towards sponsorship of the diploma for 1985.

Scotland. Mr Patrick Gilbride reported that the Scottish Pharmaceutical Federation had prepared a short submission to the Nuffield Inquiry and that a copy had been sent to Mallinson House for information.

The NPA Board approved the suggestion by the SPF that Mr Edward Brown be appointed to the PATA Council.

Advertising campaign. The Board gave its approval to the final layout and copy of the two new advertisements: "This year your pharmacist could be as helpful as your travel agent" and "Try asking a supermarket shelf what it recommends for an irritating cough". The agency submitted revised copy for the existing advertisements and made a number of suggestions for increasing the impact of the campaign.

It was reported that the agency, Beam Advertising and Marketing Ltd had amalgamated with Nadler, Larimer and

Cromer Ltd, to form Cromer, Titterton, Mills, Cowdrey ("CTMC").

Window display competition. The Board decided the competition would be open to all pharmacies participating in the advertising campaign. A £500 prize would be awarded to the person showing the most imaginative and attractive display based around the campaign theme "Ask your pharmacist. You'll be taking good advice". Photographs of the displays would have to be in the NPA headquarters by July 20.

The names of all participants would also be entered into a prize draw, one for each of the 20 NPA regions. The complete rules of the competition were to be published next month.

Annual meetings. The reports and audited annual accounts of the Chemists' Defence Association and the Pharmaceutical and General Provident Society were received. It was decided that the annual meeting for the CDA should be held on June 26, 1984 at 2 pm. The annual meeting of the P&GPS would be held on the same day at 2.15 pm.

Pharmacy planning service. The Board approved a new leaflet describing the completely reorganised pharmacy planning service. Eric Fortune, planning consultant, described how his department had been streamlined in light of members' views and his own experience.

Business services report. The Board received a report from John Goulding, business services manager, on the many new items that were being offered to members by his department. The Board approved the choice of illustrations for the "1985 Health Hints" calendar.

Publications and Press matters. Tanya Turton, press officer, reported that the newspapers currently using the "Ask your pharmacist" feature had a combined circulation of two million and that most of them were printing the series weekly. The offer of the syndicated column had been extended to more local papers and the results from this mailing (first three days) had increased the likely circulation by a further million.

The Marplan survey had included a question asking respondents what advertisements they had seen and 15 per cent had recalled seeing the "Ask your pharmacist" item in their local papers. As many as 36 per cent of the target audience (young women in the 25-44 age group) had recalled seeing this feature.

Local branches. It was agreed that, in future, when planning a programme of meetings on matters of widespread interest (such as VAT, decimalisation or Statutory Sick Pay), the number of venues should be increased to give as many members as possible the opportunity of attending.

'Uniqueness matters' says Sir John

For Sir John Sainsbury, the single most important quality for success in retailing is uniqueness. "The ability to stay ahead of the field in catering for customers changing needs and tastes."

Sir John told exhibitors at Shopex '84 that this quality was just as important for shopfitters and suppliers.

There had been radical change throughout distribution over the past ten years, "And what fuels change? Competition! Never forget how competitive retailing is" he said.

Sir John recalled that his chain had started life as a single shop with investment of just £100. He was often asked if it is still possible to start small and build up such a business.

"Of course it is" he replied, citing Habitat and Asda as two examples who had first opened as recently as the mid-sixties.

Today Sainsbury invest at the rate of £500,000 a day — again, a measure of the rate of change in the distributive trades.

Well-aware of the importance of the independent retailer, Sir John pointed out that single outlets and minor multiples account for over 40 per cent of all retail trade. Introducing Sir John, Ted Newton of Shopex organisers AGB, said the latest trend in America — the source of most retail change — was towards convenience stores. These stores feature long opening hours — perhaps even 24 hours a day, a wide selection of products and, occasionally, a return to counter service.

Shopex had started in 1958 with news of the American introduction of self-service which rapidly crossed the Atlantic, and Mr Newton was confident convenience stores would be next to make the trip.

£5.4m for M&B Dagenham

May & Baker plan a £5.4m extension to the tablet and capsule manufacturing plant on their Dagenham site.

"Following the completion in 1982 of our £7m sterile products facility, this project continues our programme of modernisation to meet the challenge of the next 10-15 years" says general manager James McAinsh. The 7,600sq m development should be finished by mid-July next year.

Faster repair on Scriptwriter

Unichem launch improved servicing for Scriptwriter owners on July 1.

Users with a maintenance contract will no longer have to send faulty machines back to the manufacturer for repair, via their local branch. Instead a service engineer will call at the pharmacy, "usually within 24 hours of a fault being reported."

"We've found that a high proportion of Scriptwriter problems can be rectified quickly and easily without removing the machine" explains management services director David Walker.

If the visiting engineer is unable to repair the machine on the premises, a replacement loan may be possible.

Minister visits local enterprise

This week has been officially declared small firms local enterprise week by the Department of Trade & Industry.

Small Firms Minister David Trippier opened the week's activities last Wednesday at London's Small Firms Centre, where he greeted the 10,000th businessman to be advised there.

Later that day he spoke to a "business in the community" reception. Other speakers here included Biro Bic chairman Stephen O'Brien.

Mr Trippier will spend the rest of the week — which closes on June 22 — visiting small firm support groups, business centres and trade fairs throughout the UK.

He will open Bradford's new enterprise agency, the country's 200th, and discuss the problems of the self-employed when he speaks to the National Federation of the Self Employed on June 22.

He ends the week with a speech to a Confederation of British Industry dinner in Birmingham, hosted by Alan Stokes, chairman of the CBI's Smaller firms council.

The week is being backed by 300 organisations, including Local Authorities and Chambers of Trade. Details of events in specific areas can be obtained from the Central Office of Information.

Sunday hint?

Home Secretary Leon Brittan may have dropped a hint regarding the Government's intentions on Sunday trading.

Asked in the House of Commons to list measures under consideration by the Home Office to encourage competition, Mr Brittan replied: "I shall consider, when I have the report of the committee of inquiry into the Shops Act, the appropriateness of changes in the law which may open the way to more competition."



Latest addition to Reckitt's fleet of branded lorries is this one carrying the Supersoft Once logo. Each of these "mobile hoardings", capable of carrying nearly 200,000 bottles of the shampoo, will cover some 60,000 kilometres a year, say the company.

Booker buy pastille makers

Booker Health Foods have bought pastille manufacturers Potter & Clarke from Simco.

Denis Bowley, chief executive of Booker Health's wholesale operation says the purchase marks another step in the company's programme to increase distribution through chemists.

□ Booker plan advertising support and new POS material for Potter's catarrh pastilles, flagship of the old company. "This will be the first time the brand has had any real backing" they say.

□ Booker Health parent **Booker McConnell** are hoping the Office of Fair Trading will refer Dee Corporation's unwelcome takeover bid to the Monopolies & Mergers Commission. They say a merger between Booker and Dee's Linfood operation would leave about 19 towns with only a single cash-&-carry outlet, and create a business twice as large as its nearest competitor.

Walker Davis ready to go

Contract manufacturers Walker Davis have been on the acquisition trail and say they are "at last" ready to turn their attention to the cosmetics, toiletries and household markets.

Their range comprises Gina perfume, Cremine cleansing creme, Caligula male toiletries, Ozonol air fresheners and a range of hypo-allergenic family bath preparations. Production has moved to the company's Lancing facilities.

Cremine, the first product to be bought, is currently receiving a face-lift, with revamped packaging and consumer promotions in the pipeline.

Gina, Caligula and the bath range all come from GB Industries. Ozonol is the most recent acquisition, the company offering pest control products as well as the air freshener range. Export sales have accounted for some 80 per cent of turnover so far, but Walker Davis plan to develop the home market.

"How to get your money in faster" is a booklet on how to improve cashflow from business systems advisers Kalamazoo. Available free to those wanting to know more about controlling cash in a business environment, from *Kalamazoo Plc*, Northfield, Birmingham B31 2RW.

1178



Over 600 people representing 200 pharmacists visited a recent Unichem trade show at Sandown Park racecourse, organised by the society's Kingston branch. Sixty-two manufacturers were exhibiting.

Record results for Amersham

Amersham International increased pre-tax profits by 22 per cent on sales up 20 per cent in the year to March 31.

Turnover reached £87.58m, compared to last year's £73.29m. Profit before tax was up £2.51m at £13.72m.

Medical products contributed sales of £42m (£36m), but operating profits were slightly down at £5.9m (£6.1m). Research products made £8.1m (£5.5m) on sales of £31.4m (£25.5m). UK sales across all areas of activity rose £1.65m to reach £13.7m.

The directors declare these record results "highly satisfactory." Research products in particular "performed exceptionally well," with new products added to the range throughout the year.

Profit contribution from the medical division had been hit by substantial increases in R&D spending.

COMING EVENTS

Spurs fair

Unichem's Walthamstow branch is to hold a trade show at Tottenham Hotspur Football Club on June 20 between 3pm and 10pm. More than 60 exhibitors are expected.

Pharmacy on show at Harrow

Harrow and Hillingdon Branch of the Pharmaceutical Society has arranged an exhibition for the public to show services available from pharmacies and give advice on health education.

£3m investment goes to Eire

Ireland's Industrial Development Agency has secured another £3m investment from foreign-owned drug manufacturers.

Swedish firm Gaeleo has just been awarded FDA approval to market their products to the US, and so are expanding their production facilities. They also plan to establish a process development group in the republic. Total investment for the company is £2.5m.

Fher Laboratories — an Irish subsidiary of the German Boehringer Group — is also expanding production. The company hopes to double its output over the next four years, and says it will then need an additional product and process development unit. Both projects qualify for grant aid under the IDA's programme.

Boots testing mini-labs

Boots have installed a photographic mini-lab in one of their Birmingham branches.

The company plans to install two more mini-labs in other pharmacies later this year. A company spokesman said this is part of Boots' "shop-in-shop" plans.

Boots offer a one-hour service on the Fuji machine for a £1 premium above normal rates, regardless of the number of prints. Prints bought in before 10.30am are processed the same day. So far ten machines have been placed in major centres.

The exhibition is to be staged at Gayton Library, Harrow, July 10-21 and is to open during normal library hours. A pharmacist will be on hand to answer questions.

The official opening by the Mayor of Harrow is at 11am on July 10.

Advance information

SDP Health and Social Services Association. Mary Ward House, Tavistock Place, London WC1 June 23 at 10.30am. Annual meeting and meeting of pharmacy special interest group. Information from Mrs Jeanette Davy, 14 Delamare Road, Malvern, Worcs WR14 2BQ.

Welsh committee for postgraduate pharmaceutical education. Singleton Hospital outpatients department, Swansea, June 24, at 10am. Study day on "The problem of pain." Information from Dr D J. Bailey, Welsh School of Pharmacy, UWIST, PO Box 13, Cardiff CF1 3XF (tel: 0222 399273).

British Homoeopathic Association. Birmingham, September 2 and one Sunday in each of three successive months. Course on homoeopathy including dispensing, philosophy, prescribing traits and counterprescribing. Cost: 4 days, £35 or £10 per day. Application to the general secretary, British Homoeopathic Association, 27a Devonshire Street, London W1N 1RJ.

Chemist & Druggist 16 June 1984

Appointments

SPEEDPHARM PERSONNEL SERVICES

Urgently wanted permanent and Locum Pharmacists to work in London and Suburbs. Also Pharmacy technicians.

Write or phone for details

01-995 0706

ORCHARD HOUSE, 3133 RUSTHALL AVENUE, LONDON W4.

Stock for Sale

C
O
T
Y

• MAX FACTOR • ARAMIS •

MANHATTAN
SUPPLIES

ONE OF THE WEST COUNTRY'S
LEADING SUPPLIERS OF
COSMETICS PERFUMES &
ACCESSORIES

• ALL LEADING BRANDS
• DELIVERY SERVICE

BRISTOL 650834

619 FISHPONDS ROAD, BRISTOL (JUST OFF M32)

• ESTEE LAUDER • OUTDOOR GIRL

R
E
V
L
O
N
•
L
E
N
T
H
E
R
I
C
•



•
D
I
M
P
L
E
S

Business for Sale

BROMLEY, KENT DRUGSTORE FOR SALE

Situated on Main Road
Turnover in excess of £80,000 pa

With excellent potential as Pharmacy
Outlet

Offers around £45,000 sav leasehold with
flat.

Please apply **BOX C&D 3054**

JUST PERFUMES

457B ALEXANDRA AVENUE, RAYNERS LANE,
HARROW, MIDDX.

Tel: 01-866 4563

01-868 0100

Telex:—8954667

VBSTLX REF SMY

Largest selection branded perfumes in the UK.

Open Sundays — 10am to 2pm

PERFUMES

Wide range of branded perfumes and toiletries available.

Contact:

DM WHOLESALE SUPPLIES LTD,
203 EAST LANE, NORTH WEMBLEY, MIDDX.
TEL: 01-904 9920 / 3394

for our current price list.

Open 9am — 6pm Mon-Fri

10am — 2pm Sundays.

FRENCH & UK PERFUMES

Branded and unbranded cosmetics and all accessories at
competitive prices — wide selection of sun preps and
fashion sunglasses.

DENNIS AVIS WHOLESALE (COSMETICS),
295 REGENTS PARK RD,
FINCHLEY, LONDON N3.
TEL: 01-346 7013.

Business Opportunities

BUSINESS OPPORTUNITIES

Expand to Northern Ireland. 1650 sq ft premises
available in prime shopping area. Central
Belfast. Recently equipped for toiletries,
sundries etc.

Genuine reason for disposal.

Apply to **BOX C&D 3055.**

AGENCY OFFERED

for newly marketed toothbrush. All areas,
good scope.

Please write:

**Zaidi, 8 Osterley Park View Road,
London W7 2HH.**

ALAMI IMPORTS & EXPORT LTD

Handkerchiefs loose and boxed,
range of tea towels. Jacquard and
handloom towels, pillow cases,
yellow dusters, face cloths, baby
nappies, terry socks.

REAL FIRE, BULK INQUIRIES WELCOME

HOPEGLADE HOUSE
19, 23 KINGSLAND ROAD
LONDON E2 8AA

Tel: 01-729 5501 (4 lines)

Cables: SUNAMEX LONDON Telex: 893903 ALAMI G

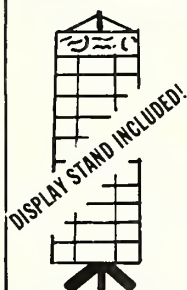


POCKET TISSUES

Packs of ten.
£6.60 per case of 240 packs.
Discounts for larger
quantities.
Delivery included.

Telephone: 06614 2253.

Stock for Sale



SAVE YOUR VALUABLE TIME AND INCREASE PROFITS WITH A NEW IMAGE FASHION EARRING PROMOTION

- TDP FASHION STYLES • PROVEN SELLERS ONLY • MAXIMUM SALES APPEAL • LOW UNIT COST
- SUPER DISPLAY STAND INCLUDED!

PREPACK OF 150 PAIRS ASSORTED FROM 25 TOP SELLING STYLES PLUS DISPLAY STAND COSTS

ONLY £50.00 — SENT CARRIAGE FREE.

FOR IMMEDIATE DESPATCH SEND CHEQUE FOR £50.00 TO:-

REFILL PACKS AVAILABLE

NEW IMAGE FASHION JEWELLERY

100 Market Street, Atherton, Manchester
Tel: 0204-700862



Shopfitting

LEXDRUM

0626 832308

WE OFFER A PROFESSIONAL SHOPFITTING SERVICE FOR THE RETAIL PHARMACY

LEXDRUM STOREFITTERS
Chapple Rd, Bovey Tracey, Devon.
0626 832308

LUXLINE

SHOPFITTING SERVICE

N.P.A & NUMARK APPROVED
FREE PLANNING AND ADVICE. FOR YOUR SHOPFITTING PROJECT.

Contact:
LUXLINE, 8 COMMERCE WAY, LEIGHTON BUZZARD, BEDS.
Tel: 0525 381356.

FOR OUTSTANDING ACHIEVEMENT IN THE PHARMACY INDUSTRY

Pharmacy SHOPFITTING

• COMPLETE PHARMACY SHOPFITTING SERVICE •
• SPECIALISED DISPENSARIES •
• SEND FOR RETAIL CHEMIST REPORT •

Now! Store Design

Tel. (0383) 823836
DALGETY BAY
MILLEND ESTATE
McDUNFERMILNE
FIFE

marspec SHOPFITTING LTD

Attractive modular shopfittings at competitive prices.

For a new perspective in pharmacy design

Telephone: 0392 216606

Unit 4B, Grace Road, Marsh Barton, Exeter, Devon

ALUMINIUM SHOPFRONTS & INTERIOR FITTINGS

at competitive prices. For a free quotation in London, Essex, Kent, Berks, Surrey, Sussex and Hants.

Tel: (0903) 32664. 24 hour.
Ansafone. Nufront Shopfitters.

HOSPITAL AND COMMUNITY PHARMACY DISPENSARY DESIGN AND FITTINGS

FYNE STOREFITTERS LTD

Eplan Estate, New Road, Newhaven, Sussex BN9 0HF
Tel: 0273-517711 Telex: 87208

DETROIT DISPLAY SHELVING

A new pharmacy can be yours for £18.33 per week (lease retail) fitted free.

Recommended by:



K H WOODFORD & CO LTD
Ring Now 0202 36272

Stock Wanted

Personal Weighing Machines

Coin operated type required immediately for cash.

We will collect anywhere.

Please contact:

S. GUNDLE,
Rolls Scales Ltd, Royal East St, Leicester.
Or phone: Leicester 5943

WANTED

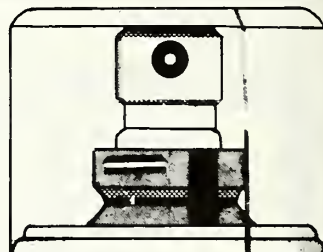
Kirby Leicester tablet counters

Telephone: 0254 663532

PHARMACIST REQUIRES

Second hand shop fittings and dispensing utensils eg scales, tablet counter etc. Prepared to buy whole or in part and collect.

Box C&D 3056



GERALD FRASER

WHOLESALE COSMETICS

IF YOU WANT
FRENCH PERFUME
ENGLISH PERFUME
DISCOUNT PRICES
DISCOUNT COSMETICS

Give us a call at:
33 Broughton Street,
Manchester
Telephone: 061-832 3427

Open 9.30-5 weekdays;
10-2 Sundays

Property for Sale

Rothsay Isle of Bute

Drugstore toiletries
Ideal position for establishing
pharmacy outlet
£20,000 plus stock

Enquiries to Bute Properties & Insurance, Montague Street, Rothsay.
Tel: 0706 3168

SE LONDON PROMINENT MAIN ROAD CORNER POSITION

Highly successful retail chemist with potential for expansion. Lease to include living accommodation.

Telephone: 01-764 1501

Professional Prescription Computer Labelling



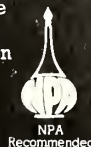
The Key to Quality Labelling

*1,500 satisfied customers
can't be wrong!*

John Richardson Computers Ltd

Now being used in Retail and Hospital pharmacies all over the country, the Richardson system has acquired an unrivalled reputation for speed, ease of use and professional quality. We could show you why - but if you would prefer to ask a Richardson user, there must be one nearby! Prices from £1165.

Unit 337, Walton Summit, Bamber Bridge, Preston, Lancs. PR5 8AR. Tel: Preston 323763



Trade Marks

The Trade Mark No. 1049446 consisting of the words "HEART TO HEART" and registered in respect of "Cosmetics, perfumes, non-medicated toilet preparations, soaps and dentifrices." Class 3 was assigned on the 30th March 1984 by Staffs Aerosols & Packaging Limited of Unit 19, Dunstall Hill Trading Estate, Gorsebrook Road, Wolverhampton to GSR Products Limited of Abbey House, Wellington Road, London Colney, Hertfordshire AL2 1EY WITHOUT THE GOODWILL OF THE BUSINESS IN WHICH THE MARK WAS THEN IN USE.

Trade Services

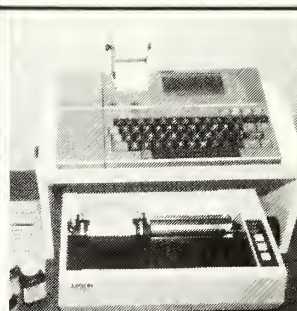
Tablet Production,
Liquid Production,
Powder Production,
Packing ...



CONTRACT PHARMACEUTICAL SERVICES LIMITED
Park Road, Overseal, Burton-on-Trent, Staffordshire
Telephone: 0283 221616. Telex 341345

TABLET COUNTER & LABEL PRINTER RENTALS

**PHONE KIRBY
OLDHAM 061 620
1421**



ORALABEL

Orange Computers Ltd,
Ruskin Chambers, Drury
Lane, Knutsford, Cheshire
WA16 6HA. Tel: 0565 53417.

**NEW HIGH SPEED SYSTEM
£897.50**

- Epson HX-20 Micro
- Buffered RX-80 Printer
- Enhanced program
- Option of wholesaler Link-up

Oralabel Program (Only)

- For existing
HX-20 users

**BASIC SYSTEM
STILL ONLY £625**



Export/Import

LEADING DUTCH PARALLEL IMPORTER/EXPORTER

POLYFARMA BV

under Dutch Health Authority license

- Original EEC ethical products • All analysed •
- Leaflets in English •

TRY US, WE ARE THE BEST.

POLYFARMA B.V. PHARMACEUTICALS

Transportweg 1, NL-9601 MB Hoogezand, Holland.

Tel: 5980-95247 / 27655 / 22161

Telex: 77378 POLYF NL

DO YOU KNOW THIS MAN YET

If not — maybe you should. He can save you £'s £'s £'s

Unbelievable offers on **Meto** price guns and labels.



TOM LYDON

Send for details to (No stamp required)
Low Price Label Co
FREEPOST, Department CD
88 Southbourne Grove, Westcliffe on
Sea, Essex SS0 3BR
or telephone 0702 333761

Import/Export

**B. R. LEWIS CHEMISTS LIMITED
PHARMACEUTICAL WHOLESALERS**

- * **EEC IMPORTS**
- * **UK GENERICS**

long established, reliable and ethical service
Highly competitive discounts

Dartford (0322) 349212/331621
Wheatley Terrace Road, Erith, Kent.



IMPORT / EXPORT

Call us for the most competitive prices; the best range; the quickest service; cash and carry.

CONTACT: EURO CHEM LTD

Southway, Walworth Ind. Estate, Andover,
Hants. Tel: 0264 59872 / 59585

Halifax move in on Welsh village

Community pharmacist John Ridgway will soon start giving his customers a little extra help — with a Halifax Building Society agency in his shop.

Mr Ridgway, who runs a pharmacy in the Welsh village of Johnstown, hopes the agency will provide a useful service for his customers, the nearest Halifax branch proper being three or four miles away in Wrexham. Of course, if people coming in to use the Halifax counter should also pause to buy from the rest of the shop, Mr Ridgway wouldn't mind a bit!

The idea first came up when the chairman of Wrexham's Halifax suggested Maelor Pharmacy become a rural agency. "At first I thought he was joking" Mr Ridgway recalls, "but then I went home and talked it over with the wife, and thought 'why the hell not.'"

"This is a fairly small village, after all, so we don't get a vast amount of passing trade — we've got to draw people in".

Halifax helped-out financially with alterations needed to accommodate their counter. Mr Ridgway says the counter takes up very little room, and "it made me tidy up one side of the shop, where there were just stands around."

Johnstown Halifax opens for business on June 25. Mr Ridgway will be glad to finally get started. "We've spent the last six months just thinking of snags" he says, "but once we start I'm sure it'll all fall into place."

The pharmacy has taken on an extra assistant, partly because of the Halifax counter. Sales were already getting to the level where an extra pair of hands would be justified, and the agency finally tipped the balance.

"We're really in the dark until we begin operating" says Mr Ridgway, "but I'm hoping that I won't need to get too involved on a day-to-day basis. Obviously, if someone wants to arrange a mortgage, it'll be a case of making an appointment with me after we close — as long as it doesn't interfere with the pharmacy side."

The Halifax pay their rural agents on a commission basis, and Mr Ridgway is hoping the stand will at least generate some extra profit which can be ploughed back into the business. His insurance cover had to be increased, but cash is banked locally each evening, so there's no extra money on the premises overnight.

Halifax operate about 35 rural agencies like the one in Johnstown. They are designed to serve small villages where a full branch would not be justified.

As far as Mr Ridgway is concerned the pharmacy provides Halifax with a perfect site. "After all" he says, "they know there'll be a professional person on the spot."

Bath chairs

Professor John E. Rees succeeds Professor R.T. Parfitt as head of the school of pharmacy and pharmacology at Bath University from August 1.

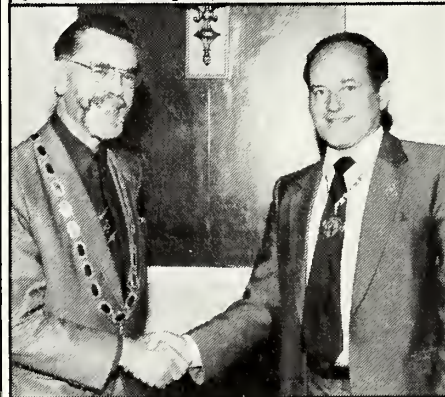
Professor Rees became professor of pharmaceuticals at the University in September 1981. Previously he held industrial appointments with Abbott International, Sandoz in Basle, and Merck Frosst Laboratories, Canada, and was for several years a senior lecturer at the University of Aston in Birmingham.

Also at Bath Dr R.J. Flower has been appointed professor of pharmacology from July 1.

An honours graduate in physiology from Sheffield University, Dr Flower undertook postgraduate studies in pharmacology at the Royal College of Surgeons, London. He was awarded his doctorate in 1974. Since then he has been engaged in prostaglandin research at the Wellcome Research Laboratories where he is currently head of the biochemistry section in the department of prostaglandin research.

Paul Slade BA has been appointed business editor at *C&D*. He holds an honours degree in Business Studies from Plymouth Polytechnic, and joined the magazine in January 1982.

Mr D.M. Bryce BPharm, BSc, CChem, FRSC, (left) was recently elected president of the Society of Cosmetic Scientists and is pictured being congratulated by retiring president, Mr G.L. Banks. Mr Bryce is head of cosmetic research at Boots. He joined the company in 1957.



Currently leading the *Observer*/Europe 1 single-handed transatlantic yacht race is Peter Phillips, of Exeter, in his 60ft trimaran *Travacrest Seaway*. And also riding on the crest of a wave is Farley's export brands manager Andrew Walker (left) who presented our intrepid sailor with some Sea-Legs travel sickness pills before he left.

IoW chain mail

An Isle of Wight pharmacist has written to the Society's president complaining about pharmacies opening up in grocery chains.

Mr R.G. Nicklin calls on the president to act to ensure pharmacists can plan an increasingly professionally orientated service with security.

He says he has the professional respect of both the public and local GPs having been a busy community pharmacist for 27 years. "This professional respect is not reciprocated by the Society and DHSS."

Mr Nicklin says that unless rational location of pharmacies is subject to local review you are fostering a situation where profit has to be paramount. In the last two years in Newport IoW, he says a surgery has moved, the local Boots has quadrupled in size, a large drug store has opened and a leapfrogger has been headed off. Now Mr Nicklin has heard that International Stores are to open a pharmacy in their Newport store later this year.

Disgruntled GP

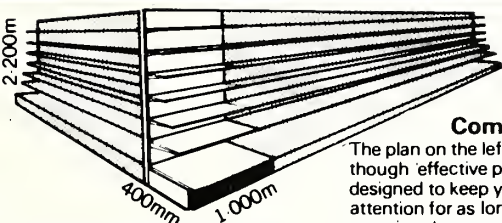
Dispensing GP Dr David Roberts has called for a representative body to protect dispensing doctors' interests.

Following the discount clawback and the discount scale dispensing doctors are effectively taking a cut in profits they have taken responsibility for building up, Dr Roberts said in a report in last week's *General Practitioner*.

He is not the only one who feels that way either. According to the report dispensing doctors in Cornwall and East Anglia are considering setting up a forum.

CRAMS Shopfitters

Exclusive importers of a superb range of modular shopfittings



£98.32 per bay
(Canopy & lights
£32.03 extra)

Compare the cost

The plan on the left illustrates a simple though effective pharmacy layout designed to keep your customers attention for as long as possible while exposing them to a total display of your merchandise from the moment they enter your pharmacy till they leave. The increase in turnover you achieve coupled with the current tax allowance will very quickly meet the cost.

HP AND LEASING IS AVAILABLE

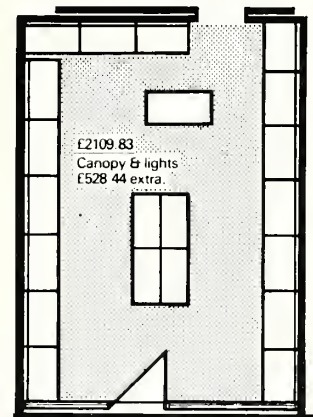
For further details please attach your label to this advert and return to:

CRAMS

Shop Equipment

290 Huntingdon Street,
Nottingham NG1 3NA
Telephone (0602) 507799

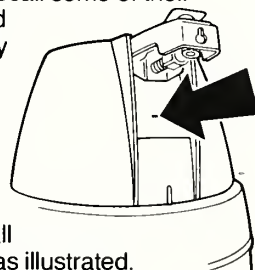
Note: For a quotation by return please send your drawing to the address above.



IMPORTANT ANNOUNCEMENT

To purchasers of Philips Hood Hairdriers
Model Numbers HP4618A and HP4619A

Philips have decided to recall some of their Hood Hairdriers manufactured during 1982 and 1983, as they have found that in certain circumstances they can become faulty and give rise to a potential safety risk.



The units can be identified by the production code number stamped in small digits on the rear of the hood as illustrated.

Only hairdriers with code numbers between 240 and 411 are involved.

If you have one of the above units, you should stop using it and return it *without* the stand to any Philips Small Appliances Authorised Service Centre for modification free of charge. The centres can be



recognised by this sign or be found in your Thomson Local Directory under Domestic Appliances/Service and Repair.

In cases of difficulty please tel: 01-681 8321.

Please ensure you attach your name and address to the returned appliance.

This announcement does NOT affect any Philips Hairdrier EXCEPT the ones indicated above.



Is your business geared for PROFIT ?

Shopfitting & Design can create the right environment at the right price to allow your business to grow, to increase your turnover and therefore your profit.

We were the first company to pioneer the use of 'Continental dispensing' in the U.K., with the guidance and constant consultation with many satisfied clients, we now know how to adapt the system for British use.



shopfitting

Edesign

Shopfitting & Design Centre
Heron Rd, Sowton Ind. Est.
Exeter Tel. (0392) 37791/2



POP STAR, VIDEO STAR, FILM STAR!

Voted Camera of the Year and one of Britain's Biggest Selling compact cameras.

Video Tapes for both Beta & VHS systems. High Grade and Standard formats.

High Resolution colour films in all popular formats – for prints or slides in a range of speeds.



Konica

Konica UK, Konishiroku House, 150 Hampton Road West, Feltham, Middlesex TW13 6BH. Telephone: 01-751-6121.

